

MANUFACTURERS RECORD

Diminishing Returns

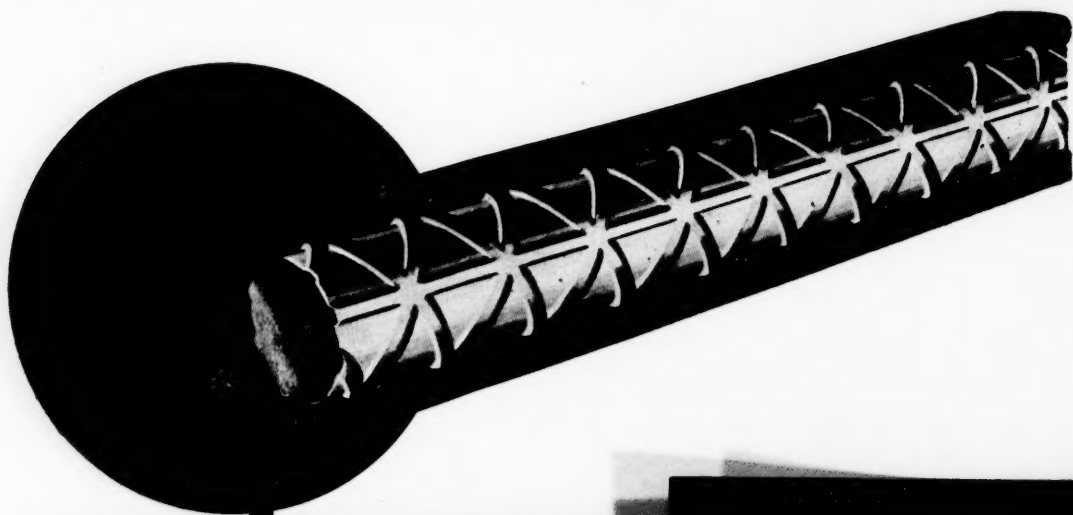
"THE revenue just fell away during the last weeks" is the explanation given by Treasury career men as the reason why Federal revenues were so far under Truman estimates for the last quarter of the 1952-53 fiscal year.

With personal incomes rising moderately and only a steady, slow drop in corporate profits due to increasing costs and more intense competition, this explanation of the drastic falling away of tax revenues deserves close attention and study.

This sudden failure of excessively high tax rates to produce tax revenue at the estimated rate quite possibly means that these high rates, over a period of time, have perniciously sapped some of the strength out of American enterprise.

If the above is true our entire federal tax structure is squarely up against the law of diminishing returns.

The Administration is right in pressing for a change to a more effective tax structure. Delay may prove fatal.



From CONNOR To CONNORS

When fabricated or
required quickly, turn
... Here, it's a matter
ing mills to fabricate

There is no problem
Connors—whether large
the same careful hand

Always consider C
South's iron and steel
bar needs.

WAVY



CONNORS PRODUCTS

Concrete Reinforcing Bars
Hot Rolled Strip
Merchant Bars
Special Sections

PAGES



portunity TY, U.S.A. is our business

Our continued growth depends on the sound development of industry and business in Southern City, U. S. A.

So, whether you are planning to establish a plant, a branch office or a retail store, we will be glad to provide information based on years of experience.

Day-to-day dealings with all types of industry and business qualify our executives for down-to-earth discussions of your plans and potentialities.

SOUTHERN CITY, U. S. A.



This is Southern City, U.S.A.
our way of expressing as a unit the vast Southeast area served by the four associated electric power companies in The Southern Company System.

The area served by the following companies:

ALABAMA POWER COMPANY,
Birmingham, Alabama

GEORGIA POWER COMPANY,
Atlanta, Georgia

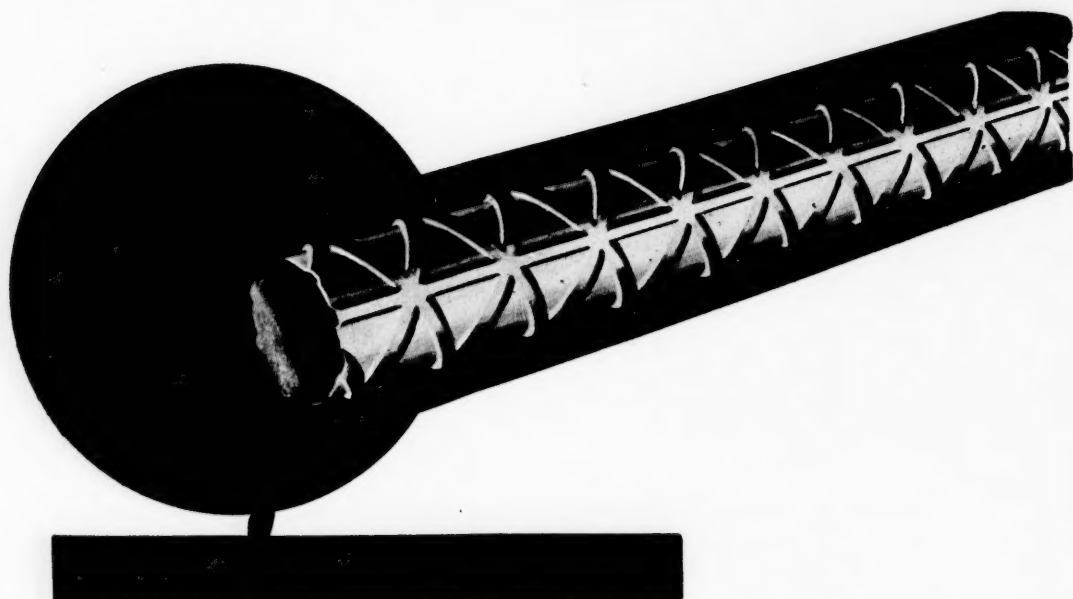
GULF POWER COMPANY,
Pensacola, Florida

MISSISSIPPI POWER COMPANY,
Gulfport, Mississippi

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THE SOUTHERN COMPANY,
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CONNORS PRODUCTS

Concrete Reinforcing Bars
Hot Rolled Strip
Merchant Bars
Special Sections



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Our continued growth depends on the sound development of industry and business in Southern City, U. S. A.

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Gulfport, Mississippi

★ ★ ★

THE SOUTHERN COMPANY,
Birmingham • Atlanta

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**The idea
that was piped
all through
industry!**



Lengths of Republic Electric Weld Casing are rapidly joined together and lowered hundreds or thousands of feet into an oil or gas well to line it with tough steel—to protect its walls against the tremendous pressures that otherwise might cause collapse of the hole.

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MANUFACTURERS RECORD

ESTABLISHED 1882

Devoted to the Industrial Development of the South and Southwest

Volume 122

July 1953

Number 7

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BUSINESS TRENDS

Boom Slowing Down

THE NATION

General indications are that total business activity in the United States will, in the second quarter of 1953, exceed somewhat the dizzy pace set in the first quarter.

Trade and Manufacturing continue to bellwether the nine economic sectors with respect to gains of 1953 over 1952.

Construction, both private and public, is maintaining monthly records that top all previous achievements, and while this industry's period of rapid expansion is undoubtedly at its end, there are no signs of general or immediate slackening.

Only in Mining and Farming are there definite signs of possible trouble, and in neither have difficulties reached a critical stage.

Utility, Financial and Service performance continue to gain steadily if not spectacularly over their rates of last year and earlier months.

THE SOUTH

During no part of 1953 has the South been able to maintain the leadership it established in all departments of National economy in 1952. While the deficiency is very small, the Region, for several months, has been trailing the Nation as a whole in Manufacturing, and in Farming has been falling drastically behind the productive records of the National average.

In Construction, the South still leads the Nation, and very likely will continue to do so as long as business plans for expansion continue in effect.

In Trade, Finance and Service the South also is showing to good advantage, with decided gains in 1953 over 1952.

ON THE UPWARD SIDE

Current activity is still largely upward, but less so than in recent months.

Manufacturer's sales are down for April from March, but still are well ahead of last year. In view of last year's serious Steel strike, it appears more than likely that Manufacturing for 1953 will show a considerably higher average level than that of 1952.

However, shipments currently are exceeding new orders, producing additional buildup in inventories and reduction in backlogs.

Construction still rides the crest, goodly portions of present volume consisting of expansion of business plants and facilities. Expenditures of like nature for the remainder of the year are scheduled at a rate exceeding last year, but recent tightening of the money market is having a definitely dampening effect. Not a few expansions have been laid on the shelf awaiting better terms for loans.

Trade, Utilities, Finance and Service are all maintaining performance at peak levels.

Steel production also continues at a level near full capacity, but there are reports from some segments of the industry that orders are beginning to lag behind shipments.

Railroads and other utilities are reaping earnings above the levels of last year, indicating full purses for further expansion, and carloadings for the coming quarter are estimated to exceed 1952 by eight per cent.

So far as present activity is concerned there cannot be seen any serious signs of faltering.

ON THE DOWNWARD SIDE

And yet, from a growing number of usually reliable sources come predictions that the boom is rounding its peak.

These beliefs are generally based upon the following:

Defense expenditures will be reduced for 1953 as a whole by something over a billion dollars; business plans for further expansion, while scheduled at the highest rate in all history, will be sharply curtailed if money stringency grows worse or even remains as tight as at present.

Plans of the Federal Reserve to increase banking reserves by buying government securities may have a strong bearing on future business expenditures.

Current activity is greatly fostered by instalment credit, and this too is beginning to feel the pinch of tight money, and curtailment of buying of any sort at this time could be heavily depressive.

In the face of such adverse warnings as these, however, there appears nowhere belief that any downward turn which occurs will be more than a movement of adjustment, affecting different industries at different times, and therefore absorbable by industry in general just as the similar adjustment of 1949 was absorbed.

(Continued on page 9)

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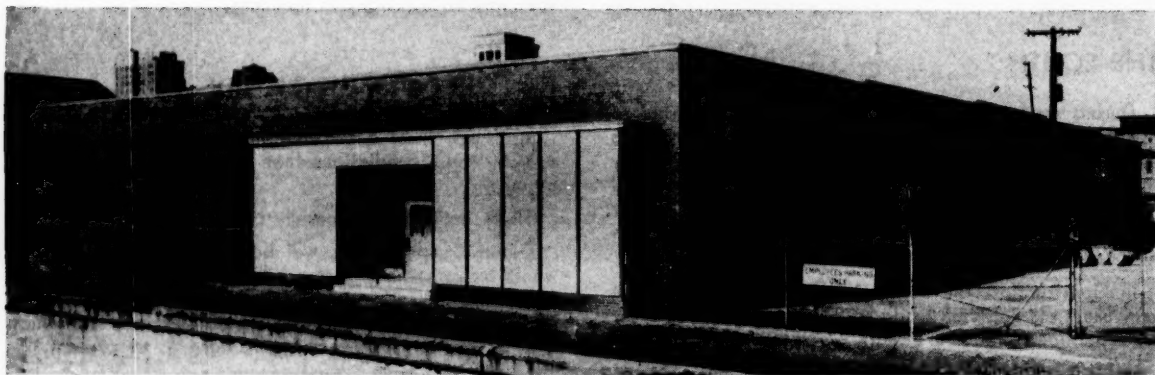
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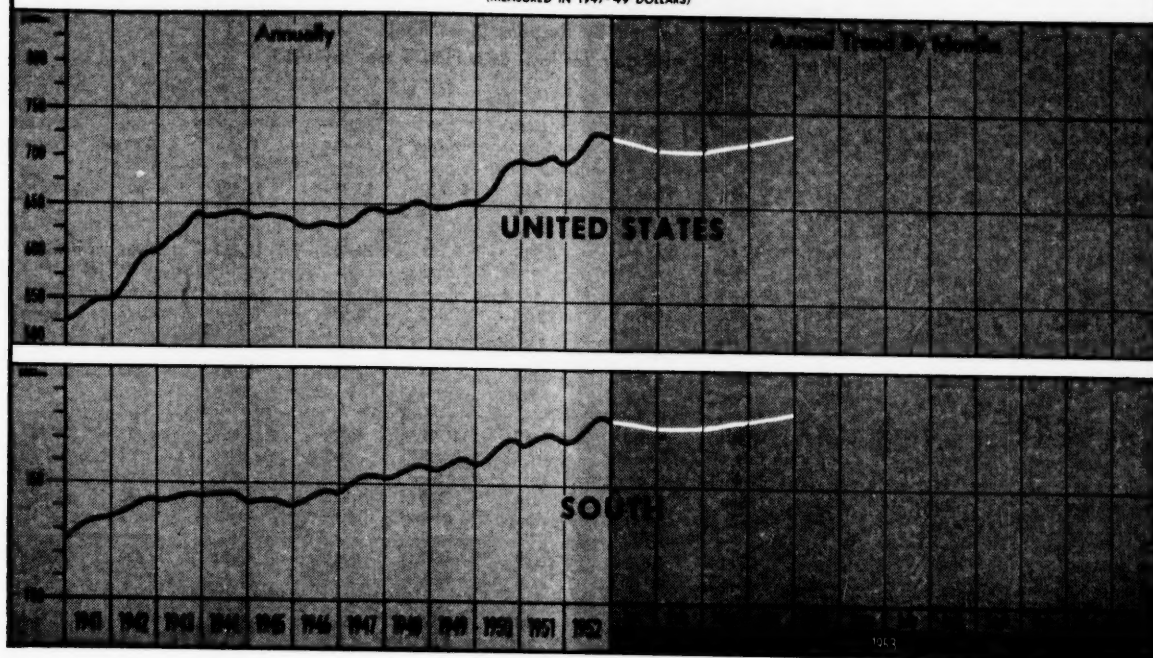
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UNITED STATES STEEL EXPORT COMPANY, NEW YORK



UNITED STATES STEEL

MANUFACTURERS RECORD FOR

PHYSICAL VOLUME
OF
ALL GOODS TURNED OUT BY PRIVATE ENTERPRISE
(MEASURED IN 1947-49 DOLLARS)



(Continued from page 7)

Regional Indicators

Farm Marketings (\$ Mil.)

	Apr. 1953	Mar. 1953	Apr. 1952
South	\$ 489	\$ 482	\$ 532
Other States	\$1,408	\$1,518	\$1,521
United States	\$1,897	\$2,000	\$2,053

Construction (\$ Mil.)

	Apr. 1953	Mar. 1953	Apr. 1952
South	\$ 916	\$ 882	\$ 867
Other States	\$1,688	\$1,579	\$1,604
United States	\$2,604	\$2,461	\$2,471

Mineral Output (\$ Mil.)

	Apr. 1953	Mar. 1953	Apr. 1952
South	\$ 572	\$ 574	\$ 572
Other States	\$ 487	\$ 487	\$ 484
United States	\$1,059	\$1,061	\$1,056

Manufacturing (\$ Mil.)

	Apr. 1953	Mar. 1953	Apr. 1952
South	\$ 5,057	\$ 5,142	\$ 4,434
Other States	\$18,175	\$18,516	\$15,680
United States	\$23,232	\$23,658	\$20,114

National Indicators

	Apr. 1953	Mar. 1953	Apr. 1952
Personal Income (\$ Bil.) ...	\$ 283.1	\$ 282.8	\$ 262.5
Ave. Weekly Earnings (Mfg.)	\$ 71.40	\$ 71.93	\$ 65.67
Consumer Credit (\$ Mil.) ..	\$ 26,177	\$ 25,676	\$ 20,940
All Inventories (\$ Mil.)	\$ 75,978	\$ 75,335	\$ 73,876
Mfg. Inventories (\$ Mil.) ..	\$ 44,256	\$ 44,056	\$ 43,402
Trade Inventories (\$ Mil.) ..	\$ 31,722	\$ 31,279	\$ 30,474
Bank Debits (\$ Mil.)	\$145,641	\$153,511	\$134,145

	Apr. 1953	Mar. 1953	Apr. 1952
Ave. Weekly Hours (Mfg.)	40.8	41.1	39.8
Carloadings	2,957	2,802	2,912
Consumer Prices ('47-'49=100) ..	113.7	113.6	112.9
Retail Prices ('35-'39=100)	207.9	208.2	209.7
Wholesale Prices ('47-'49=100) ..	109.4	110.0	111.8
Construction Costs ('47-'49=100) .	123.4	123.0	119.5
Electric Output (mil. kw. hrs.)	41,510	42,993	36,736

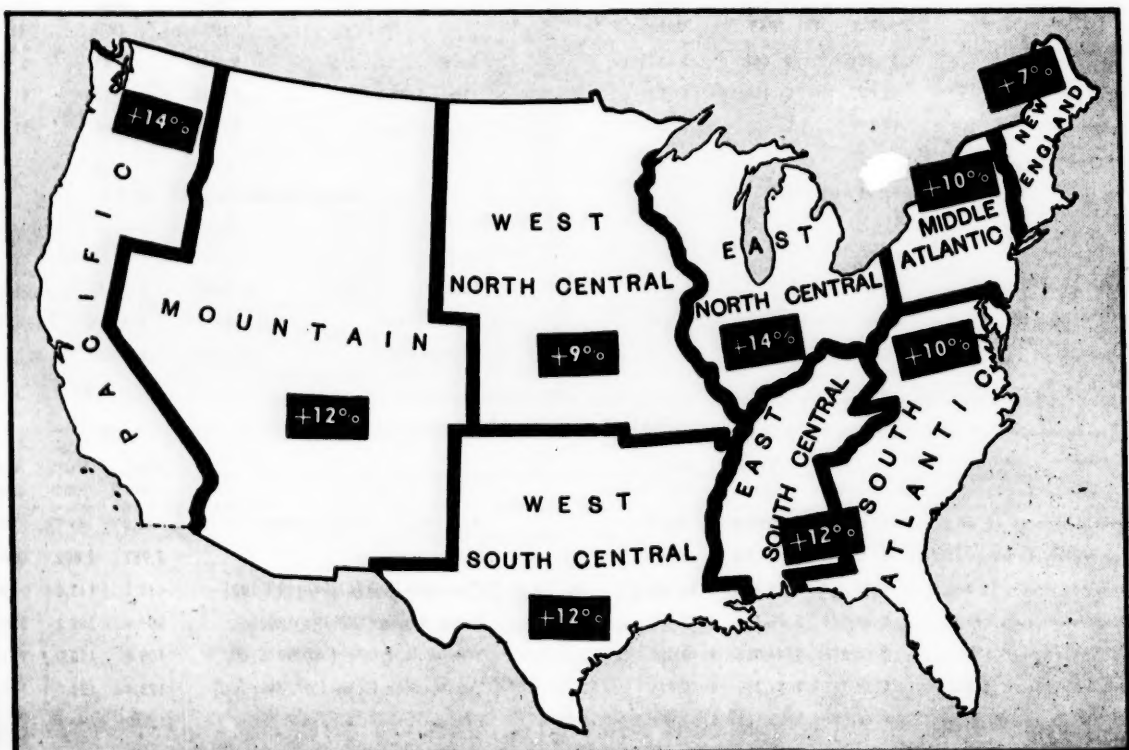
(Continued on page 10)

NATIONAL BUSINESS VOLUME

(Continued from page 9)

Business Volume By Regions (\$ Million)
First 4 mos. of 1953 with gain (or loss) over First 4 mos. of 1952

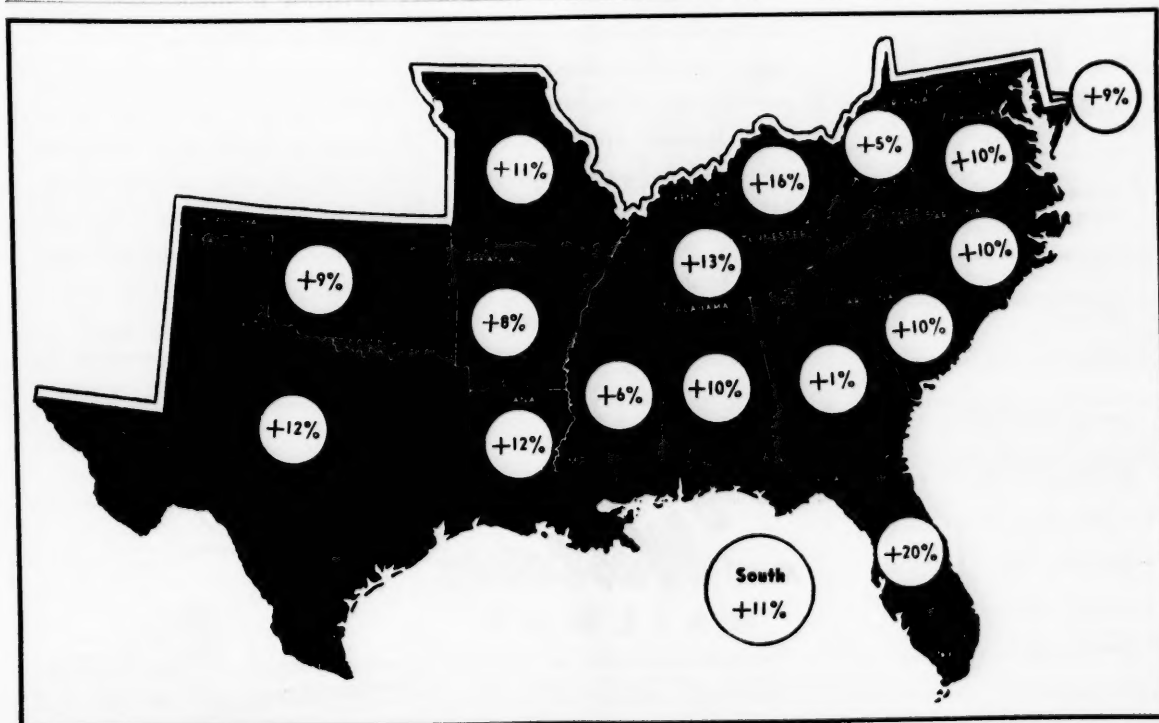
	Farm- ing	Min- ing	Con- struc- tion	Manu- factur- ing	Utili- ties	Fi- nance	Whole- sale Trade	Re- tail Trade	Service Trade	Busi- ness Volume
New Eng.	\$ 279 -5%	\$ 16 even	\$ 498 even	\$6,667 +10%	\$ 610 even	\$ 810 +5%	\$3,353 even	\$3,696 +17%	\$ 605 +4%	\$16,534 +7%
Mid. Atl.	682 even	413 -9%	1,741 +4%	22,144 +11%	2,928 +2%	3,117 +2%	21,480 +12%	10,762 +12%	2,961 +1%	66,228 +10%
E. N. Cen.	1,863 -2%	324 -6%	1,888 +10%	29,493 +20%	2,534 +4%	2,033 +5%	16,408 +16%	11,811 +11%	2,322 +5%	68,676 +14%
W. N. Cen.	2,555 +2%	333 +5%	714 +4%	7,053 +14%	1,207 +3%	867 +4%	8,162 +11%	5,101 +8%	844 +7%	26,836 +9%
S. Atl.	822 -7%	391 -10%	1,564 +4%	9,030 +12%	1,465 +2%	1,102 +9%	6,429 +9%	6,857 +16%	1,122 +5%	28,782 +10%
E. S. Cen.	602 even	250 -14%	580 +21%	3,701 +13%	578 even	376 +8%	3,275 +16%	2,786 +18%	445 +2%	12,593 +12%
W. S. Cen.	822 -12%	1,630 +7%	1,117 +16%	5,673 +13%	1,149 +2%	747 +6%	4,991 +17%	4,973 +17%	823 +8%	21,925 +12%
Mount.	614 -6%	499 +5%	384 +7%	1,409 +15%	498 +4%	256 +11%	1,690 +22%	1,874 +17%	332 +8%	7,556 +12%
Pacif.	903 -9%	413 +1%	1,164 +15%	8,177 +15%	1,308 +6%	1,132 +7%	6,572 +20%	5,743 +17%	1,348 +2%	26,760 +14%
U. S.	9,142 -3%	4,269 even	9,650 +9%	93,347 +14%	12,277 +3%	10,440 +5%	72,360 +13%	53,603 +13%	10,802 +4%	275,890 +11%



SOUTHERN BUSINESS VOLUME

Business Volume By Regions (\$ Million)
First 4 mos. of 1953 with gain (or loss) over First 4 mos. of 1952

	Farm- ing	Min- ing	Con- struc- tion	Manu- factur- ing	Utili- ties	Fi- nance	Whole- sale Trade	Re- tail Trade	Serv- ice Trade	Busi- ness Volume
Ala.	\$ 101 -13%	\$ 44 -15%	\$ 137 even	\$1,031 +9%	\$ 158 even	\$ 110 +8%	\$ 634 +14%	\$ 714 +20%	\$ 108 even	\$3,037 +10%
Ark.	106 -30%	37 -7%	73 even	324 +12%	90 +1%	45 +12%	323 +21%	449 +15%	60 even	1,507 +8%
D. C.	—	—	82 -2%	80 +1%	94 +4%	124 +2%	543 +10%	575 +12%	109 even	1,607 +7%
Fla.	221 even	25 even	311 +25%	492 +20%	214 +2%	198 +18%	1,051 +31%	1,246 +26%	211 +16%	3,969 +20%
Ga.	123 -23%	10 -2%	166 -5%	1,383 +10%	212 +3%	156 +5%	952 -10%	937 +11%	173 +2%	4,112 +1%
Ky.	228 +6%	141 -17%	179 +36%	1,076 +13%	170 even	87 +12%	906 +30%	776 +19%	116 +2%	3,679 +16%
La.	91 -3%	265 +3%	237 +50%	1,057 +16%	235 even	109 even	753 +14%	760 +10%	117 +9%	3,624 +12%
Md.	73 -1%	6 even	205 +3%	1,423 +12%	212 +1%	179 +7%	905 +7%	894 +11%	142 +2%	4,039 +9%
Miss.	123 +8%	45 even	71 +12%	774 +9%	74 even	44 +10%	346 +1%	389 +8%	57 even	1,523 +6%
Mo.	276 -10%	34 -5%	237 +19%	2,203 +17%	287 -4%	298 +3%	2,751 +8%	1,437 +16%	300 +6%	7,918 +11%
N. C.	120 -10%	8 even	275 -2%	2,281 +10%	213 +6%	137 +7%	1,255 +13%	1,030 +16%	164 +5%	5,479 +10%
Okla.	153 +1%	208 +8%	119 even	622 +12%	147 +4%	98 even	654 +12%	683 +13%	116 even	2,800 +9%
S. C.	58 -18%	4 even	221 +14%	966 +9%	81 +1%	60 +15%	393 +13%	566 +15%	76 +7%	2,425 +10%
Tenn.	150 -3%	20 -23%	193 +21%	1,220 +20%	176 +1%	135 even	1,389 +11%	907 +15%	164 +12%	4,354 +13%
Tex.	472 -12%	1,120 +8%	688 +12%	3,670 +11%	677 +3%	495 +9%	3,261 +18%	3,081 +19%	530 +11%	13,994 +12%
Va.	141 +3%	43 -17%	209 even	1,539 +11%	248 +3%	161 +7%	814 +17%	978 +16%	150 +4%	4,283 +10%
W. Va.	50 +2%	295 -11%	54 even	619 +7%	152 even	56 +16%	373 +21%	484 even	76 +2%	2,159 +5%
South	2,486 -7%	2,305 even	3,457 +11%	20,360 +12%	3,535 +2%	2,488 +7%	17,303 +12%	15,906 +16%	2,669 +5%	70,509 +11%





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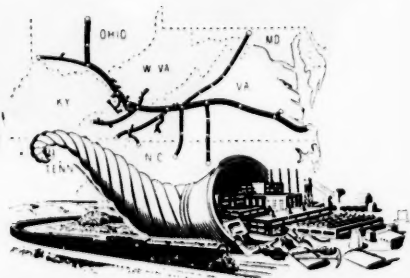
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NEW AND EXPANDING PLANTS

COMPILED FROM REPORTS PUBLISHED IN THE DAILY CONSTRUCTION BULLETIN

MISSOURI, OKLAHOMA, KANSAS—W. R. Grace & Co., 7 Hanover Square, New York, N. Y., acquiring Thurston Chemical Co., which operates plants in Atlas and Trenton, Mo., West Tulsa, Okla., and Lawrence, Kan.

SOUTH—The Georgia Marble Co. Stockholders, Tate, Ga., James R. Cowan, Pres., acquired plants of Tennessee Marble, Inc., Knoxville, Tenn., and the Green Mountain Marble Corp., West Rutland, Vt.; also the St. Genevieve Marble Quarries, St. Genevieve, Mo.

ALABAMA

BARRY—Alabama Power Co. let contract to Bernard & Byrd, Mobile, for steam plant. South Services, Inc., 600 N. 18th St., Birmingham, Archt.

BIRMINGHAM—Birmingham Lead & Smelting Co., J. L. Schacter, Pres., let contract to D & B Fabricating Co. for plant building.

BIRMINGHAM—Gates Rubber Co. received bids in Denver, Colo., for office and warehouse, 8th Ave. & 31st St., N. Ray Erwin, Denver, Colo., Archt.

BIRMINGHAM—General Motor Corp., Detroit, Mich., plans educational building.

BIRMINGHAM—Perfection Mattress & Spring Co. received bid from Thomas C. Brasfield, 3021 Sixth Ave., S., for \$55,990 office building. Shaw & Renneker, 2021 Sixth Ave., N., Archts.

BIRMINGHAM—Polot Broadcasting Co., George Mattison, Pres., let contract to Richardson Construction Co. for radio station WILD, Van Keuren Davis & Co., 3004 Seventh Ave., S., Archts.

BIRMINGHAM—Harvey Ragland Co., 3500 Third Ave., S., let contract to Brice Building Co., Inc., P. O. Box 1028, for \$141,646 warehouse addition. Warren, Knight & Davis, Protective Life Bldg., Archts.

BIRMINGHAM—Southern Steam Carpet Cleaning Co., 811 Second Ave., N., let contract to Capitola Construction Co., 1311 N. 47th St., for \$41,000 rug cleaning plant addition. Greer, Holmquist & Chambers, Stallings Bldg., Birmingham, Archts.

BIRMINGHAM—Starr Hardware Co., Mollie Schulman, received bid of \$132,675 from Brice Building Co., for hardware building, 1318-24 Second Ave. Jack B. Smith, Brown-Marx Bldg., Archt.

CALEBA—American Brake Shoe Co. let contract to Daniel Construction Co., Inc. of Alabama, (Birmingham), for plant and building.

DECATUR—Coca-Cola Bottling Co. received bid from P. R. Isley Builder, for bottling plant. Horace M. Weaver & Co., Archt.

DECATUR—Devent Co. received bid of \$284,089 from P. R. Isley Builder, for bottling plant. Horace M. Weaver & Assocs., Birmingham, Archts.

GADSDEN—Jack Cole Co., Inc., 1900 Vanderbilt Road, Birmingham, let contract to Dethlefs & Hannon, Anniston, for \$31,861 motor freight terminal. Greer, Holmquist & Chambers, Stallings Bldg., Birmingham, Archts.

GUIN—Town let contract to Robertson Brothers Construction Co., Vernon, for textile plant. Lawrence S. Whitten, Brown-Marx Bldg., Birmingham, Archt.

LEEDS—Crown Cork & Seal Co., Baltimore, Md., plan \$500,000 plant building. Keuren, Davis & Co., 3004 Seventh Ave., S., Birmingham, Archts.

TARRANT CITY—W. S. Hutchinson & Son, Inc., Charles H. Stant, Jr., 1031 N. Cicero Ave., Chicago, Ill., to erect plant building.

ARKANSAS

ARKANSAS—Arkansas Power & Light Co. sold \$18,000,000 in 30-year first mortgage bonds to group headed by Merrill Lynch, Pierce, Fenner & Beane, and Union Securities Corporation.

CROSSETT—Simplex Paper Corporation, Charles G. Wood, Pres., Adrian, Michigan, plan \$300,000 manufacturing plant. Lyle Zisler & Associates, McKershey Bldg., Detroit, Mich., Archts.

DE QUEN—Southwest Arkansas Foods, Inc., Nashville, Bob McClure, Pres., plans to establish plant.

HUTTIG—Olin Industries, Inc., East Alton, Ill., plans improvements to saw mill.

MALVERN—Rubarite, Inc., owned jointly by Goodyear Tire & Rubber Co., National Lead Co. and Berry Asphalt Co., plan \$300,000 plant.

DISTRICT OF COLUMBIA

WASHINGTON—Oscar H. Beasley, Sr., & Son, Kass-Sherton Bldg., Washington, and The Bank Building Corp., St. Louis, Mo., propose a \$60,000,000 to \$70,000,000 combination bus terminal, parking garage, shopping center, office building and bombproof vault project for block bet. D, E, 9th & 10th Sts., N.W.

FLORIDA

DADE COUNTY—Cupromatic, Inc., 912 S. W. 69th St., Miami, let contract at \$30,000 to Mack Construction Co., 6462 S.W. 8th St., N.W.

New and Expanding Plants Reported in June

165

Total for

First Six Months of 1953

997

First Six Months of 1952

1073

Miami, for manufacturing building, 6940 S.W. 12th St.

DADE COUNTY—Disbrow & Morson let contract to H. D. Jacoby, 2734 S.W. 28th Lane, Miami, for \$30,000 warehouse, 3501 N.W. 51st St.

DADE COUNTY—Frohman Manufacturing Co. let contract to Spector & Sons, 575 S.W. 22nd Ave., Miami, for \$31,766 factory addition, 3333 N.W. North River Drive. Charles Paul Nieder, 1104 Avenue C—20th St. Airport, Miami, Archt.

DADE COUNTY—Griffith-Velda, Inc., 117 N.W. 1st Ave., Fort Lauderdale, let contract to Witters Construction Co., 1297 S.E. 10th Court, Hialeah, for frozen foods warehouse, S.W. of S.A.L. Railway, N.W. of State Road No. 9. Van W. Knox, Jr., Sweet Bldg., Fort Lauderdale, Archt.

DADE COUNTY—A. M. Lupfer, 8200 Kilian Drive, Kendall, plans \$20,000 ready-mix concrete plant, 4811 S.W. 72nd Ave.

HIALEAH—Pennwoven, Inc., New York, N. Y., plans adding 50 more looms in plant.

HOLLYWOOD—Springer Brothers let contract to Hatton Brothers Construction Co., 930 N. 16th Court, for \$55,000 warehouse, 338 N. Dixie Highway.

MIAMI—Cameron & Barkley Co., S. Preston Pinkston, 727 N.W. 1st Ave., plans repairs and maintenance to building.

MIAMI—City Dry Cleaners & Laundry Co. let contract to Charles Bromer, 7920 Hawthorne Ave., Miami Beach, for \$20,000 laundry addition, 2160 N.W. 1st Court. George Bruce, 410 N.W. 27th Ave., Archt.

MIAMI—A. J. Clayton, 5555 N.W. 13th Ave., let contract to Frank Jurney, 5260 N.E. 7th Ave., for \$30,140 garage building, 515 N.W. 5th St. Joseph Daniel Swain, 3625 Solana Road, Archt.

MIAMI—Llewellyn Machinery Corp., 1030 N. Miami Ave., plans remodeling and alterations to building, 1030 N. Miami Ave. Irving Horsey, 9822 N.E. 2nd Ave., Miami Shores Village, Miami, Archt.

MIAMI—Miami Crown Distributors let contract to Frank J. Rooney, Inc., 5880 N.E. Fourth Ave., for \$60,000 warehouse.

MIAMI—Miami Herald, Robert Ginsberg, 200 S. Miami Ave., let contract to Conditioned Air Corp., 70 N.E. 39th St., for air conditioning building, William Ginsberg & Assocs., 331 Madison Ave., New York, N. Y., Archts.

DADE COUNTY—Skagseth Stationery Co., Inc., 55 N.E. First St., Miami, let contract to Cunningham Construction Co., 2020 N.W. 15th Ave., Miami, for \$19,500 warehouse, 3979 N.W. 24th St.

MIAMI—Storer Broadcasting Co., Lee B. Wallis, Exec. Vice-Pres., 199 Pierce St., Birmingham, Michigan, plan office building. John L. Volk, 206 Plaza Circle, Palm Beach, Archt.

MIAMI BEACH—Charles Everwear Corp., 337 Lincoln Road, let contract at \$125,000 to Feldman Building Corp., 605 Lincoln Road, for alterations and addition to building. Russell T. Panoast & Assocs., 927 W. 41st St., Archt.

MIAMI SHORES VILLAGE—Tropical Chevrolet Co., 9000 N.W. 7th Ave., Miami, let contract to Weymer & Martin Co., 543 N. Atlantic Blvd., Fort Lauderdale, for \$175,000 building, 8880 Biscayne Blvd. Igor B. Polevitzky, 250 N.E. 18th St., Miami, Archt.

OPA LOCKA—Saunders & Kemp, 2922 Coral Way, Miami, received bids for dry cleaning plant. Lester Avery, 1521 S.W. First St., Miami, Archt.

ORLANDO—Heaton Brothers, 935 Kuhl Ave., let contract to H. B. Austin, 813 Greenwood, for laundry. Hugo R. Broleman, Jr., 1216 E. Colonial Drive, Archt.

WEST PALM BEACH—Hi-Fidelity Manufacturing Co., plans expansion.

GEORGIA

ATLANTA—S. M. T. Co. let contract to Abco Builders, College Ave., N.E., for \$54,072 building. John W. Cherry, Atlanta, Archt.

ATLANTA—Southeastern Industries, Inc., received bid from Ira H. Hardin, 174 Mills St., N.W., for building additions. Moscovitz, Willner & Milkey, Atlanta, Archts.

CLARKESVILLE—Clarkesville Mill, Division of United Merchants & Manufacturers, Inc., received bids for addition to rayon weave mill. Robert & Co. Associates, 96 Poplar St., N.W., Atlanta, Archts.—Engrs.

CLEVELAND—Ames Textile Corp., Ames Stevens, Pres., Lowell, Mass., plans \$2,000,000 mill on Little Tennessee Creek.

DALTON—Cabin Crafts, Inc., plans addition to mill and dye house. Robert & Co. Associates, 96 Poplar St., N.W., Atlanta, Archts.—Engrs.

DECATUR—Chandler Co. received bid from Central Construction Co., 125 W. Ponce De Leon, for \$321,607 sales and service building. Francis M. Daves & Assocs., 57 Eighth St., N.E., Atlanta, Archts.

GRANTVILLE—Grantville Mills let contract to McBride Construction Co., Newnan, for packing and shipping building. Robert & Co., Assocs., 96 Poplar St., N.W., Atlanta, Archts.

NAHUNTA—Brantley Telephone Co. received bids for telephone line in Brantley & Charlton Counties.

KENTUCKY

LOUISVILLE—General Electric Co. plans moving home laundry department from Trenton, N. J.

KENTUCKY—Gulf Interstate Gas Co., Houston, Texas, let contract to H. C. Price Co., Bartlesville, and Houston Contracting Co., Ltd., for pipeline from Southern Louisiana to Northern Kentucky; cost \$130,000,000.

LOUISIANA

BATON ROUGE—Solvay Process Division of Allied Chemical & Dye Co. plans alterations and additions to main plant office building. J. Roy Haase, 655 Laurel St., Archt.

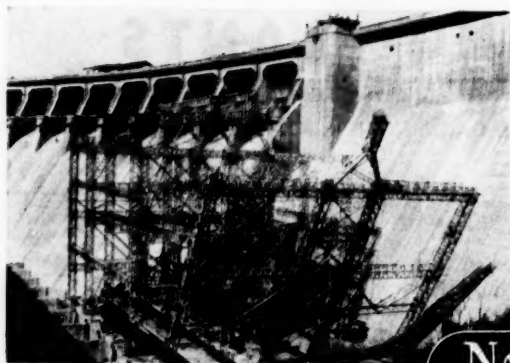
HOUMA—Greyhound Bus Co. plans new station. Diboll-Kessels & Associates, 637 Pere Antoine Ct., New Orleans, Archts.

LAFAYETTE—The Gee-Gee Corporation of Lafayette let contract to Horace B. Rickey, Inc., P. O. Box 218, Lafayette, for \$61,126 warehouse and office building, General Mouton Drive. George W. Edward, Dallas, Tex., Archt.

LAKE ARTHUR—D. D. Feldman Co. awarded certificate of necessity by DPA for \$848,000 production facilities.

LAKE CHARLES—Lake Charles American-Press erecting modern newspaper building

(Continued on page 14)



THE Nashville Bridge Company will gladly quote on structural steel requirements anywhere in the South and Southwest. Our skill in the fabrication and erection of intricate steel structures is well-known. We are particularly qualified to supply the Power Distributing Industries with transmission towers and switchyard structures—hot-dip galvanized after fabrication. Fabrication and erection of both steel and machinery for movable type bridges is a specialty. Look to Nashville for simple steel requirements as well as intricate structural jobs.

Plants and offices in Nashville, Tennessee and Bessemer, Alabama. We also own and operate the Bessemer Galvanizing Works—largest galvanizing plant in the South.



NASHVILLE BRIDGE COMPANY
NASHVILLE, TENN. — BESSEMER, ALA.

NEW AND EXPANDING PLANTS

(Continued from page 13)

at 710 Bilbo St. Bartley & Binnings, P. O. Box 344, contractor.

MARKSVILLE—Lewis Roy Motor Co. received bid of \$45,500 from S. J. Lemoine & Co., Bunkle, for new building. Charles T. Roberts, Guaranty Bank Bldg., Alexandria, Archt.

NORCO—Shell Oil Co. has D.P.A. approval for \$6,900,000 production facilities.

SHREVEPORT—The Blue Grass Liquor Co. let contract to Ed Brockhaus, P. O. Box 3325, Q. B. Station, at \$42,500 for alterations and addition to building, 1201 Marshall. Ralph O. Kiper, 619 Milam St., Archt.

SHREVEPORT—The Chain Belt Co. let contract to Harper & Florsheim, 216 Milam St., for \$120,674 one-story addition to building, Spring and Caddo Sts. Peyton & Bosworth, Archts.

MARYLAND

BALTIMORE—Boston Metals Co., 313 E. Baltimore St., let contract to Piracci Construction Co., 2552 Woodbrook Ave., for storage building and office, 1501 Patapsco Ave., \$36,000. Fenton & Lichtig, 2023 Maryland Ave., Archts.

BALTIMORE—Champion Brick Co., Inc., plans additional floor space, to cost \$500,000.

BALTIMORE—City Oldsmobile, Inc., 4618 Edmondson Ave., let contract to Piracci Construction Co., 2552 Woodbrook Ave., for \$200,000 garage and showroom, Edmondson Ave. & Glen Allen Drive. Hall, Border & Donaldson, 2517 St. Paul St., Archts.

BALTIMORE—Hartol Petroleum Corp., Munsey Bldg., received bids for building addition and alterations, 3441 Fairfield Rd.

BALTIMORE—Indico Parking Co. let contract to Cogswell Construction Co., 513 Park Ave., for \$348,345 four-level parking garage, 315 N. Holliday St.

BALTIMORE—Lamm Brothers, 311 N. Exeter St., let contract to Goodman Construction Co., 7 Fallsview for \$30,000 warehouse addition, 309 N. Exeter St. Harry Katz, 3212 Gwynns Falls Parkway, Archt.

BALTIMORE—Marine Electronics, Inc., 603 Water St., let contract to Parkville Con-

struction Co., 112 S. Frederick St., for \$30,000 factory, 1805 Cherry Hill Road.

BALTIMORE—Maryland Drydock Co., William Jory, Vice-President, granted permission by Office Defense Mobilization to build new drydock, cost \$8,931,296.

BALTIMORE—Peoples Holding Corp., 222 E. Baltimore St., let contract to Piracci Construction Co., for \$475,000 parking garage, 407 E. Fayette St. F. L. W. Moehle & Assoc., Archt.

BALTIMORE—Port Development Commission approved application of National Canning Co. for \$2,900,000 loan for erection of warehouses.

BALTIMORE—William G. Scarlett Co., 236 President St., let contract to Consolidated Engineering Co., 20 E. Franklin St., at \$30,000 for building alterations, 202 President St. H. H. Moulton, 117 Oak Drive, Catonsville, Archt.

BALTIMORE—F. G. Schenult Rubber Co. plans \$20,000 storage building, 4115 Clipper Road.

BALTIMORE—WAAM Television Station granted permit by FCC to erect new antenna tower in Northwest Baltimore.

BALTIMORE—Zedmack Corp., 2503 St. Paul St., let contract to Morris Zimlin, for \$33,000 office, store and warehouse, 6315-19 Reisterstown Road.

BALTIMORE COUNTY—Massey-Harris Co., Racine, Wis., received bids for branch sales building, York & Timonium Roads.

BALTIMORE COUNTY—Matheson Chemical Corp., Thomas S. Nichols, Pres., Baltimore, acquired Pleasant Hill in Worthington Valley; to be converted into a chemical research institute and experimental farm.

BALTIMORE—B. & O. Railroad Co., Baltimore & Charles Sts., received bid from Laechi Construction Co., 2023 Maryland Ave., for Interlocking Tower, Brooklyn.

HAVERSTOWN—Western Maryland Railroad received bids for waste treatment plant, Haverstown, Contract No. 24-52.

HALTHORPE—U. S. Air Force-Kaiser Aluminum Corp., received bids for heavy press project. Giffels & Vallet, Inc., Detroit, Mich., Archts.

HAVRE DE GRACE—Edward L. Cournaud & Co., Inc., 3835 Ninth Avenue, New York, N. Y., to locate here in 3 large buildings nearing completion, adjacent to former Havre De Grace race track.

LAUREL—C. & P. Telephone Co., 320 St. Paul St., let contract to Matian Construction Corp., 3945 Greenmount Ave., Baltimore, for central telephone office. Taylor & Fisher, 1012 N. Calvert St., Baltimore, Archts.

MISSISSIPPI

CALHOUN COUNTY—Calhoun City Telephone Co., Inc., received bids for telephone system.

CLARKSDALE—Board of Mayor & Commissioners of City sold \$1,750,000 bond issue for construction of branch plant of The American Hardware Corporation.

GULFPORT—City, Milton T. Evans, Mayor, received bids on \$550,000 bond issue for factory building for Mississippi Aluminum Corporation—Shourds & Mogabgab, Fisher Bldg., Archts.-Engrs.

HOLLY SPRINGS—Erie Resistor Corp., Erie, Pa., received bids for \$500,000 factory. John L. Turner, Medical Bldg., Jackson, Archt.

LUKA—Blue Bell Manufacturing Co. sold \$100,000 bond issue to Cady & Co., Columbus, M. A. Saunders & Co., Memphis, Tenn., and First National Bank of Memphis, for new factory.

JACKSON—Century Manufacturing Co. plans \$1,500,000 plant. John L. Turner & Assoc., Medical Bldg., Archt.

NEW ALBANY—Stratford Furniture Corporation let contract to Union Lumber Co. for new \$80,000 warehouse at their plant.

OKOLONA—Stratford Furniture Corp. received bids for \$350,000 factory. John L. Turner, 201 Medical Bldg., Jackson, Archt.

RANKIN COUNTY—Florence Telephone Co., Inc., Florence, let contract to Line Construction Co., Clarksdale, at \$134,925 for rural telephone, Proj. Miss. 503-A.

VICKSBURG—Westinghouse Electric Corporation, 401 Liberty Ave., Pittsburgh, Pa.,

(Continued on page 60)

TRINITY INDUSTRIAL DISTRICT



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Cities Service Geologist Maurice Kennedy, in West Texas

Where's the next gas station?

WOULDN'T THIS OIL MAN like to know! It would certainly make his life simpler if nature posted signs: "Gas and Oil 10,000 Feet Below."

Nature, of course, gives hints as to where her huge underground hoards of oil may be stashed away ... rock outcrops may provide the clue to sub-surface structures and reservoirs.

These are not only difficult to read, they are often downright misleading. It's a gigantic treasure hunt—made even more difficult by false clues!

Every day thousands on thousands of motorists drive into Cities Service stations and say, "Fill 'er up!"

Few, if any, give a thought to the adventurous, risk-taking Cities Service men who devote their lives to making that casual command possible.

These men are trained in the sciences of geology and seismology ... for the days of by-guess-and-by-gosh oil hunting are gone forever. Their record of "discovery wells" is high, but they dare not rest on their laurels. Americans have an insatiable thirst for oil, and the good things oil brings them.

That's why, as you read these words, a Cities Service exploratory crew is tramping over Canadian tundra ... wading through Louisiana marshes ... breathing the dust of southwestern deserts. Thanks to them, you can say "Fill 'er up!", confident that the answer will be a brisk "Yes, SIR!"—instead of "Sorry, Mister. That's all there is, there ain't no more."

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If you're looking South—Georgia is a good place to bring a business, a plant, or a branch operation—and the Citizens & Southern Bank's Industrial Development Department can help. It maintains complete files on every principal community in the state. Facts and figures are immediately available on plant sites, labor supply, labor and tax laws, wage scales, raw materials, build-lease investors, recreation, transportation, and markets. The Industrial Development Department also has access to a vast Information Network, for the C&S has correspondent relationships with more than nine out of every ten Georgia banks. Through these banks, and the twenty-one C&S banks and offices in eleven Georgia cities, the Industrial Development Department can

gather any *additional* information for you in strict confidence.

These data are available to you without cost or obligation in a tailor-made brief to fit your requirements—to help you make your decision.

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RECOGNIZE any of these people? You should—because they are friends and neighbors of yours. Men and women of the South...in every walk of life. People like...*you!*

Yes, wherever you work, whatever you do, *you* are helping to write the Southland's spectacular "success story" that means so much to all of us in the South.

For it takes more than a wealth of resources and abundant natural advantages to make a land truly great. It takes confident, forward-looking people with willing hands, receptive minds and loyal hearts.

This is the real strength of the modern South. This is its hope for the future. This is...*YOU!*



Harry A. DeBottis
President

SOUTHERN RAILWAY SYSTEM

WASHINGTON, D. C.

LITTLE GRAINS OF SAND

*"Little drops of water, little grains of sand,
Make the mighty ocean, and the pleasant land."*

Start from Scratch. Tax increases of recent years can be taken off blindly and without regard to the equities. They can be taken off one after another, in the order provided by the automatic expiration dates established under the Truman Administration. All taxpayers will get some kind of relief. But many taxpayers will get neither the size nor the kind of relief they need and deserve. This is a short-sighted approach. The tax increases since Korea have not created the inequities. They have merely added to them. Tax revision was a keenly sought objective long before the increases were voted. Removal of the increases will not wipe out the pre-Korea inequities and will, in fact, deny the Administration an opportunity to make a concerted attack upon them.

Secretary Humphrey has said flatly that he intends to establish a tax structure that will work over the long term, a system that will encourage savings and investment, stimulate growth and initiative. This is an objective that business men have favored for years. Now that there is an Administration that proposes to give them what they have demanded, it would be foolhardy to deprive the Administration of the elbow room it believes it must have to make changes in a fair, equitable way.

Have We Learned? Eight years after World War II, France has achieved neither political stability nor economic strength. Italy, which has made great economic strides, nevertheless has less political unity than in 1948. West Germany, which has made the best economic recovery, is also beginning to recover its desire for political independence. And the British, contaminated with socialism, are just too lazy to realize that they are dying of dry rot.

All of this calls for some searching questions about our economic aid program and its relation to our foreign policy in Europe. The lesson is not merely that we cannot buy friends. It is that we cannot buy political stability for other countries and we cannot pur-

chase for them the economic strength out of which political stability might grow.

Sensible Amendment. The Supreme Court has held that certain state laws were invalid because Congress had "pre-empted the field" of labor relations in enacting the Taft-Hartley law. The drafters of the Taft-Hartley Act, and the Congress which overwhelmingly made it the law, had no intention of denying to the states a right to regulate their own labor relations. But the Supreme Court threw out in 1950 a Michigan law which forbade a strike unless a majority of workers involved voted to go on strike, and in 1951 the high court struck down a Wisconsin law which sought to make arbitration for public utilities compulsory. To correct this condition the chairman of the Senate Labor Committee has offered an amendment to the Taft-Hartley law which removes from the Federal government and gives to the states jurisdiction in certain fields of labor which are more local than national in character.

Included are all construction firms, public utilities and all companies employing nine persons or fewer.

Planned Creativeness. Bit by bit, scientific men are piecing together the picture of the creative methods and how it is evident that creativeness can be deliberate and does not have to be subject to the whims of coincidence and apparent spontaneity. Historians of the future may well select the devel-

opment of deliberate creativeness as the most important development of this century. We have passed through the age of random creativeness and are entering an age of deliberate creativeness. With this technique there is almost certainty that we can fulfill our needs, desires and whims in the future. The rate at which we can develop will be increased enormously and, if the same or analogous techniques are applied to other fields, man will not only be mindful of himself, but will understand himself and his interactions with his environments.

(Continued on page 22)

The trouble with us today is not
that we are ignorant, but that we
know so much that ain't true.

Josh Billings.



SOUTHERN
ATHLETIC



SERVEL

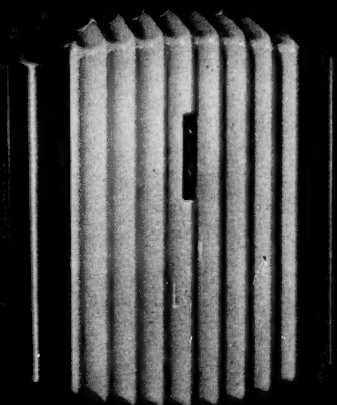


ALADDIN

"Farming" is our business!

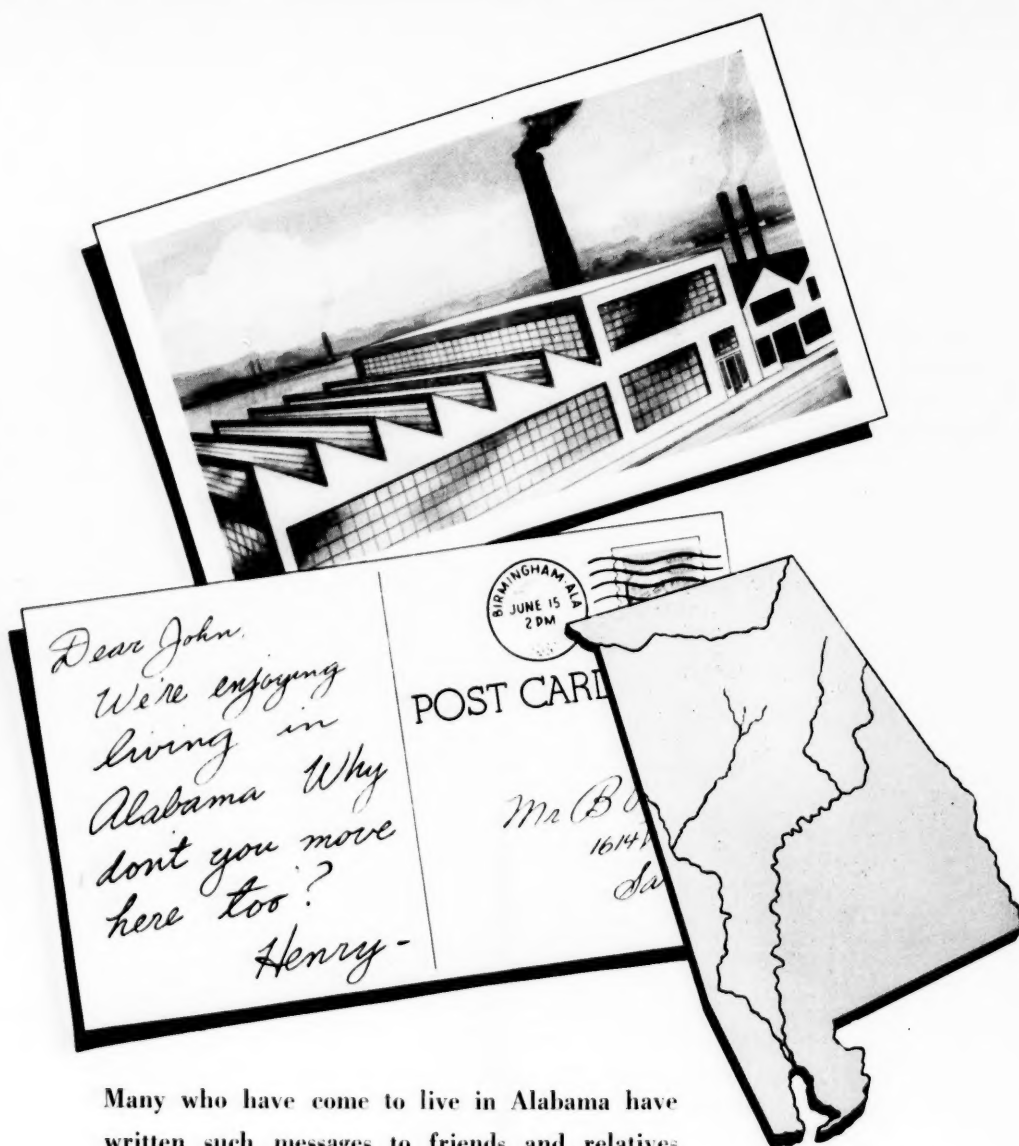
Companies demanding the best in the molding and decoration of plastics "farm out" their jobs to KUSAN, specialists in custom molding. So instead of cotton and corn, our crops are refrigerator parts, vacuum bottles, football helmets, chime covers, and innumerable other items for home, office and factory. The unlimited color range, economy and versatile properties of the thermoplastics add up to better products for today's more enjoyable living. KUSAN is well equipped to serve you efficiently from plants in Nashville, Tennessee and Henderson, Kentucky. Call KUSAN on your next plastic job or when you'd like to compare plastics with other materials for your product.

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KUSAN, INC.

2716 FRANKLIN ROAD, NASHVILLE, TENNESSEE



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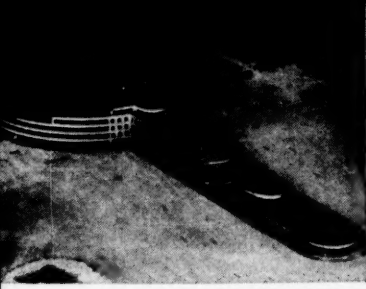
In confidence and without obligation, it will be our pleasure to study your expansion or new location requirements, and make recommendations.

Industrial Development Division

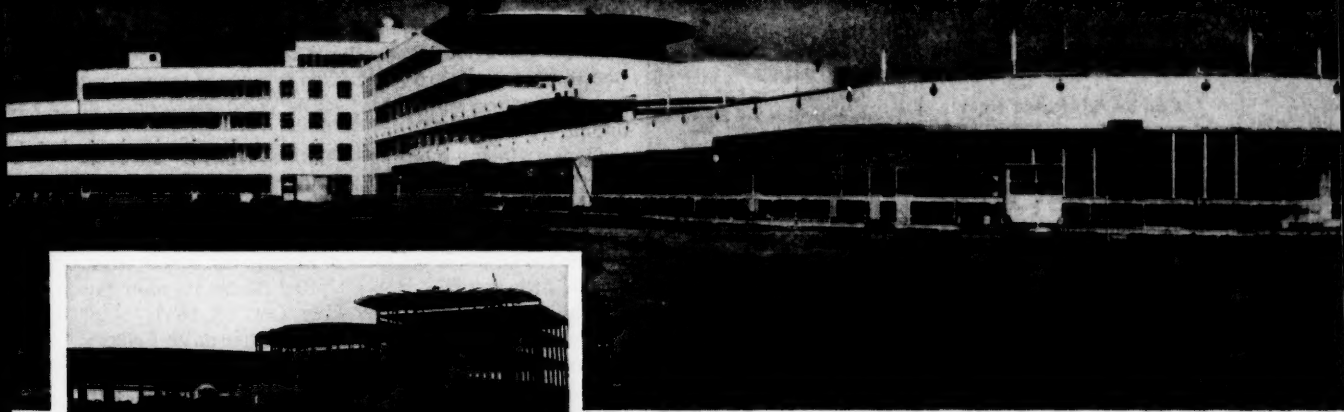
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Helping Develop Alabama


Birmingham 2, Alabama



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But, as impressive as is the airfield itself, it is overshadowed by the spectacular Administration Building. This seven-story, semi-circular structure with its long loading dock is easily the world's largest terminal building.

American Bridge fabricated and erected the 4,000-ton steel framework for this huge structure which is 460' feet in breadth at its widest point, and with its 578-ft. loading dock has an over-all length of 979 feet. Nine months after the erection crew took over, the last rivet was driven.

This huge building is another example of American Bridge engineering and fabricating "know-how". And it is your assurance that you can depend on American Bridge to handle any type of steel-frame construction with thoroughness and speed . . . any time . . . anywhere. If you would like to know more about the advantages of American Bridge fabricated and erected construction, call our nearest office.

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Consulting Engineer: L. W. Cook, Pittsburgh.

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grated panels.



Self Cleaning

Better than 80% open area
assures self cleaning.

LITTLE GRAINS OF SAND

(Continued from page 18)

What we have today is wonderful; but what there will be tomorrow will be much better.

Terrible Times. We read everywhere dire predictions about what a state this world is in and how it is headed straight for perdition. To maintain a proper outlook it is helpful to know that other men in other times thought similar gloomy thoughts. Here are a few views of our ancestors:

"We live in an unhappy age. The capitalist in insecure in his possessions. The laborer is discontented with his condition. Professional life abounds in disappointments. No century, perhaps is more characterized by unhappiness than this."—*The New Englander* of January 1879.

"It is a gloomy moment in history. Not for years has there been so much apprehension. Never has the future seemed so incalculable. In France the political cauldron seethes . . . Russia hangs like a cloud on the horizon. All the resources of the British Empire are sorely tried. Of our own troubles in the United States no man can see the end."—*Harper's Weekly*, Oct. 10, 1857.

"Our earth is degenerate in these latter days. Bribery and corruption are common. Children no longer obey their parents. Every man wants to write a book. The end of the world is evidently approaching."—Carved on a stone slab in Assyria 2800 B.C.

Self Evident. In commenting on the current trend toward seeking higher wages by organized labor, The National City Bank of New York, says in part: "What the question finally comes down to is whether it is better to increase purchasing power by pushing higher the wages of the relatively few who by virtue of their strong hold in key industries are in a position to adopt aggressive tactics, but who by such tactics may find themselves priced out of the market; or whether it is better to hold the line on wages and allow the forces of increasing competition, the gains in productivity, and the decline in materials prices to be reflected in generally lowering living costs which will be of benefit to all."

Power for the Tennessee Valley. The people in the area served by the Tennessee Valley Authority are finding themselves "between the devil and the deep blue sea." Their only source of electricity is the TVA, a socialistic experiment in government ownership and operation—and the people of this country voted in the national election last fall to put an end to the trend toward socialism.

But the Valley needs more electricity, both to meet the needs of its own growing industry and to attract new industry. If there can be no increase in the electricity available to the Valley, growth of industry in that area will be greatly impeded.

It is for this reason that many of those in the Valley who are professed opponents of socialism and government in business see no other course than to advocate continued federal appropriations to enable the TVA to

(Continued on page 24)

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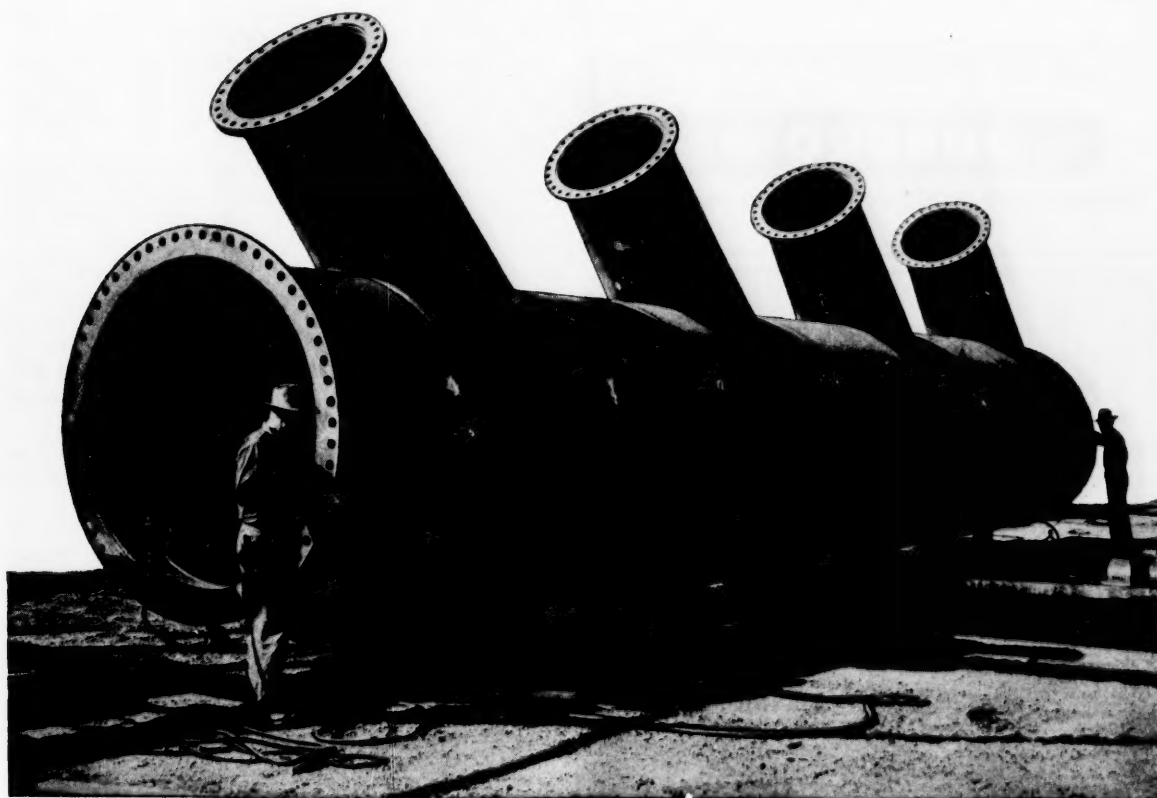
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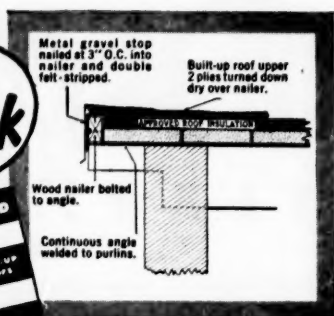
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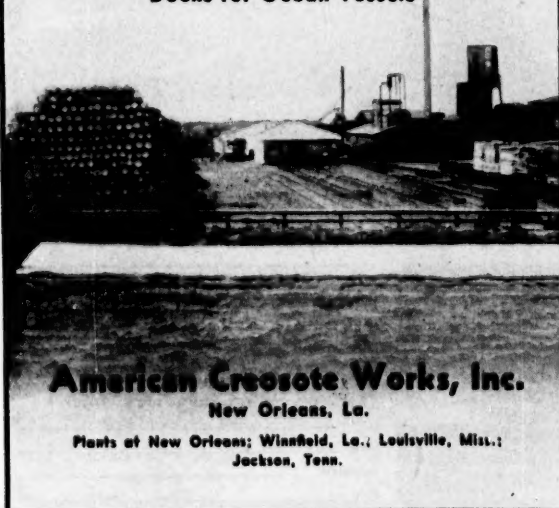
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LITTLE GRAINS OF SAND

(Continued from page 22)

build the great series of steam plants with which they propose to furnish the additional electricity needed.

Such a position, however, is entirely fallacious. Those who reason thus do not seem to realize that what they are proposing is a perpetuation of socialism, that under such reasoning there would never be an end to socialistic control of electric power in the Tennessee Valley.

And it should not be forgotten, either, that production of electricity was only supposed to be incidental to the operations of the TVA in the first place and it was never intended that the TVA should build steam plants for the production of electricity and assume a complete monopoly over the power supply in the area.

However, we all know that electric power is an absolutely essential factor in the development of our present day economy, and we should all be in agreement that the Tennessee Valley should not be limited in its supply. But as the people of the Valley find themselves in their present predicament, they should clearly realize this one fact: that no such situation holds true in areas outside the Valley where electric power is furnished by private utilities. As the demand grows in those areas, the utilities are ready to meet it, as private enterprise has always done—and there is no question of expanding socialism in their doing so.

The logical solution—and the only solution—for the predicament in the Valley should therefore be quite clear to everyone—a return of the electric power business to private enterprise.

It is true that this would take time and that additional power will be needed while this is being arranged. The answer here is that private power companies all around the perimeter of the TVA stand ready to furnish this power and it could very easily be arranged with them to furnish it while the details are being worked out.

One other thing that the Congress should require, as it votes to turn the distribution and further production of electricity in the Tennessee Valley area back to private enterprise, is that the TVA should operate in the meantime on a sound fiscal basis and on an equally competitive basis with private enterprise. As it is, the people of the Valley are paying a cheap price for their electricity through what is, in effect, charity provided by the people outside the Valley. No self-respecting people should want to get their power in any such way—and it is to be suspected that the people outside the area are becoming somewhat weary of providing this charity.

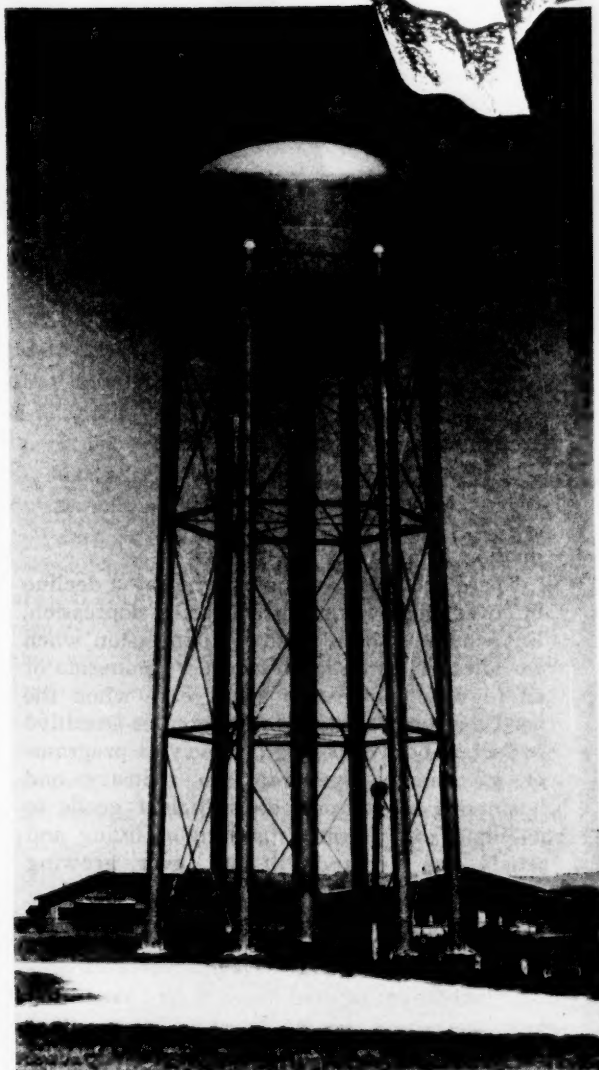
Instead of trying to keep and expand the TVA and instead of writing letters to their friends throughout the country asking their help to this end and thus in reality begging them to continue subsidizing the cost of TVA electricity, the people of the Tennessee Valley themselves should initiate a great movement and make a concerted effort to see that the electric power business in the area is turned back once more into the hands of private enterprise. This would be the best thing that could happen for the general welfare of the entire region.

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EVERY day America crosses a frontier—the frontier of a new market. It is the market created by an ever growing population. Since Pearl Harbor, our population has increased 23½ millions—more than all the people now living in the region west of the Mississippi once called the Louisiana purchase, that vast billion-acre area which provided us with geographical frontiers for a hundred years.

During 1952, 8,500 babies were born daily, increasing our population by nearly 3,000,000 people. New families and bigger families need more and bigger houses, more food, clothing, cars, roads, hospitals, churches, schools. Their needs call for continuing and increasing pro-

duction from farms and factories.

There are those among us who say a decline in government spending will bring depression. But where is there room for depression when we add the population of another Minnesota or an Iowa to our nation each year—when the need for goods and services increases steadily? In fact, only by tapering off our vast programs of government spending can industry and business hope to provide sufficient goods to maintain our present standard of living and satisfy the demands of our ever growing population.

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"What Enriches the South Enriches the Nation"

Out of Focus

The attempt of the Eisenhower Administration and the Congress to restore government solvency and return our nation to economic sanity is causing a feeling of uncertainty and doubt, as to the future, to arise in the minds of many timid business men. This has had the effect of temporarily blurring the true business picture for some of the usually hard-headed ones among us.

We can get this blurred picture back into focus when we pause and consider that our governmental problems are in the hands of temperate but persistent and capable men who for the first time in twenty years know what they want to do and where the road they travel will lead us. We know that with the world divided into free and slave nations present government spending for defense must continue indefinitely. We also know that our economy, especially in the South, has never been more dynamic, its scientific advances more awe inspiring and its business leaders more thoughtful, aggressive and able.

However, there are two big flies in the ointment that greases the way to continuing prosperity. One of these is the unshaken, and apparently unshakeable grip that short-sighted labor bosses have on the mistaken sympathies of the public and their influence over week-kneed legislators and erroneously altruistic administrators. And the other is the bureaucratic octopus in Washington at which the Eisenhower administration is slowly but surely hacking away.

The Marxist idea that the fruits of productivity belong to the workers only, and that the brains and capital that made more than ninety per cent of that pro-

ductivity possible should receive but a pittance of the reward, is the corner stone of socialism and inevitably leads to communism and dictatorship.

In a free society of free men and free enterprise, the fruits of productivity should go to all of us, as consumers, in the form of plenty instead of scarcity, lower prices or orderly increases in salaries, wages and profits, and a rising standard of living for every kind of individual or economic group which make up our complex national life. This cannot happen until present conditions are corrected by the outlawing of both the closed and union shop, by prohibiting industry-wide bargaining, and by permitting each state to write and execute its own labor laws.

Cleaning out the welfare state bureaucracy is proving to be a much bigger and more stubborn job for the Eisenhower administration than even we, knowing something of its depth and tenacity, expected. It is slowed down by civil service laws and regulations meant to protect federal employees, but which were perverted to entrench parasites in office. It is also delayed by the President's innate sense of fairness which restrains him from meat axe methods.

Every business man, in the conduct of his business, knows that he faces problems daily, and future uncertainties that cannot be foreseen. Every successful business man paces himself so that he is mentally prepared to meet and overcome the obstacles that competitive life is sure to place in his path. He has faith in himself.

His faith in the destiny of our great country will inevitably increase its greatness.

First half stock price decline due to fears rather than facts

Satisfactory business outlook for balance of 1953 indicated by reliable indices and statistics.

By Robert S. Byfield
Financial Editor

THE current volume of business and the outlook for the balance of the year give cause for optimism. Second quarter corporate earnings reports which will begin to reach the investing public in the second half of July should make pleasant reading. Most of the more reliable indices of the state of trade and industry have been pointing in this direction. Comparisons with a year ago are more favorable perhaps than they would ordinarily be because of the 1952 steel strike. While over-all inventories are high, manufacturers have been eating into them in the case of a number of depressed industries such as synthetic textiles and coal. Forward buying in a number of such weak spots is therefore expected to improve for this special reason alone.

Department of Commerce estimates for capital goods expenditures in the third quarter show no let-down. In fact, spending for new plant and equipment and for other productive facilities is expected to total \$20.5 billions or 7% above the corresponding period of 1952. The electric power industry will probably add over 11,000,000 kilowatts of new generating capacity this year and there will be no let-up whatsoever in the program for expansion as far as one can see ahead. There have been some surprisingly bullish statements emanating from corporate executives in the chemical and machinery industries. An 8% increase in freight car loadings in the third quarter of 1953 over the corresponding period of last year was indicated in shippers' estimates. Recent price increases in steel, oil and other basic industries have been made because of higher costs of operation. Such moves indicate that there is less timidity than formerly in the higher echelons of business and opposition from consumers is less articulate than expected.

It is beginning to be clear in the financial centers of the country that the decline in the quotations for common stocks during the first half of the year was due more to fear than to statistical facts and future estimates of business conditions. We have long been of the opinion that few of the important fluctuations in the securities markets in the past could be ascribed to a single, clearly identifiable

motivating force. The present situation is no exception. The many uncertainties in Asia and in other parts of the world which seem to be piled on top of one another just now like layers on a cake are all playing their part—yet the most potent of all of them is the growing but most unpleasant awareness that we have suffered a defeat in Korea. To be sure, it will be argued that we have not been defeated; in any event we have not won a victory. But history will tell the story rather than the winner of any current debates. Here is a war that could have been but was not won. We fought with a coalition most of whose members seemed more afraid of victory than of defeat. We were strong-armed into our present unenviable situation not by our enemies but by our allies. The truce, if, as and when it arrives will be a bad truce, opening for us, as the Kremlin desires, new Pandora's boxes. What gains we have made in the hot and cold war have resulted not from our own genius for positive action, but from the failure and stupidities of the enemy. In both Europe and Asia our cause has been helped, propaganda-wise at least, by peoples such as the East Germans and South Koreans who were willing to take large risks and lead from weakness while the Western nations were unwilling to take smaller risks while leading from strength.

The net result has been a psychological down-beat to a new low level. The stock market has reacted accordingly since its accessibility affords a barometric medium where public disappointment, discouragement, frustration, resentment and fear may be freely registered. There is no Iron Curtain around the stock ticker. The tape records only the security transactions themselves; it does not note whether they resulted from fears or facts, from careful analysis or from sudden impulse. Upon it the tensions and neuroses of a troubled world are focused.

The Federal Reserve Board in its mid-June liberalization of bank reserve requirements quickly reversed the long down trend in bond prices. However, it did not and will not immediately cure a considerable amount of indigestion now existing in the market for new security

issues. There is a huge demand for capital for many industrial purposes. There is also a growing demand for funds to finance the badly needed expansion of our highway network. One sees almost daily the announcement of new issues of school bonds from various parts of the country. This is to be expected because of population increases in the past decade which necessitate the expansion of many facilities. Baby crops become large teen-age crops and eventually larger numbers of adults. The rapidity of population growth was not predicted by statistical specialists in that field. They had expected an almost stationary population to eventuate by as near a year as 1960 but this is not to be the case by any means.

As always, discrimination is highly advisable in security purchases. Certain industrial issues seem to have been forced down to near-bargain levels, some with attractive investment yields which should prove tempting. The indigestion in the new issue market has created considerable price distortion. Various high grade utility common stocks of the institutional type have been depressed because of technical market reasons. Banking groups having underwritten substantial amounts of additional shares were suddenly faced with extremely adverse market conditions. As a result unsold portions of new issues were left on their shelves eventually finding their way into the open market. Utility shares as a group had been carried down by the impact of higher money rates until quite a number of first class equities were quoted at prices to yield 6% and even higher. The technical situation to which we have referred was superimposed upon this condition. At this writing it is apparent that bargain hunters are gradually taking shares out of the market. This is the pattern which usually develops in cases like this.

As the weeks go by it is quite likely that there will be talk in financial circles about a "Summer rise" in the stock market. We have no faith whatsoever in any seasonal theories or pattern of fluctuations. Nevertheless, we do believe that the selling of good stocks has been overdone in many respects. A slow improvement would not surprise us. Perhaps we should predict a "creeping capitalism."

Arkansas P&L Issues Bonds To Support Expansion

To support the biggest expansion program in its 40-year history, Arkansas Power & Light Company has sold \$18,000,000 in 30-year first mortgage bonds to the lowest of four bidders.

It was the largest money transaction by AP & L since 1944, when the Company refinanced its long-term debt with a 30 million-dollar issue.

Buyer was a group headed by Merrill Lynch, Pierce, Fenner & Beane, and Union Securities Corporation. In Little Rock, AP & L directors at a call meeting approved the sale. The bid was 100.8099 for 4¼% coupon bonds. Cost of money to the company is 4.2%.

Southern Income Gains Vary

By Caldwell R. Walker
Editor, *Business Trends*

AMONG economic data pertaining to the South, none occasion greater continuous interest than income.

This because income development in the South is beset with circumstances and problems that do not apply to any other region of the United States.

These circumstances involve racial and industrial factors that are well known to all Southerners.

It is not out of place, however, to mention a few of the major problems that affect the Region year after year.

Income Problems—First among these in importance is probably birthrate.

The South's vital prolificacy makes it necessary for the Region to generate a constantly greater rate of income growth in order to merely remain on a par with the rest of the country.

This would be hard to do even with equal industrialization, and becomes doubly so by reason of the South's original underindustrialization.

Probably the second most difficult problem in the South is the reluctance of a large segment of the population to leave rural locations and occupations. It is in this sphere that the racial element of the problem is most intense.

Recent years have seen a growing outflow of Southern farm hands from rural to urban communities, and also from Southern rural communities to urban centers of other regions.

And still the number of unnecessary workers drawing a living from Southern soil remains critically high.

The result is a division of income that reduces per capita portions to unbelievably low levels.

Just to see how far this undesirable tendency can go, let's examine an example:

Alabama's Jefferson County, with population pushing the 600,000 mark, enjoys per capita income from private enterprise of almost \$1,600 per year.

Washington County in the same state, with approximately 15,000 population, draws but \$215 per person per year from private enterprise—largely agricultural.

Every state in the South could be chosen for similar analysis, with practically identical result.

The devastating effect of these low rated communities on the per capita averages of state and region is not difficult to appraise.

Considering the seriousness of its circumstances, the South can take justifiable pride in income development that has already been achieved.

South's Best Gains—From 1929 to 1951

inclusive, according to Income Payment Data of the Department of Commerce, the South increased income 266 per cent while the United States was making an increase of 194 per cent.

Based upon this achievement, however, it would be disastrous to Southern welfare to take too much for granted. There is another side to Southern income development that deserves careful attention.

Since the end of the war, the South's income gain, on a percentage basis, has been identical with that of the United States, both showing in 1951 a 54% gain over 1945.

Further analysis shows that by far the greatest part of income gain achieved by the South in relation to other regions was made between 1940 and 1945.

It does not require great speculation to conceive that an important segment of this gain came about through the establishment of a number of mammoth aircraft factories that produced tremendous income during the war, but very little thereafter until the beginning of the present cold war.

Future Outlook Good—The entire income panorama gives rise to this question:

Will the South henceforth be able to gain appreciably in comparison with national income averages, or will the Region, as at present, be able merely to hold its own at present par?

This question cannot be answered strictly at the statistical level. Other elements enter into its resolution with too great force.

There are, however, certain distinct and unassailable factors to be seen in statistical data.

During the period ensuing since the war, the South has continuously acquired a lion's share of the \$100 billion industrial expansion that has occurred in the United States.

Furthermore, expansion in the South has been more a matter of New Plant than enlargement of Old Plant as in more highly industrialized regions.

The mammoth new plants set up in the South during the past five years have not yet reached full potential, and those largest and most modern of all that have arisen during the past year and a half have not yet gone into production at all.

In this one statistical fact alone lies adequate assurance that Southern income status will not remain dormant, but will rise to new achievement.

It will also be remembered that these

new Southern plants are the most modern ever, and can be expected to achieve their purpose in good times or bad—a qualification that cannot be placed at the disposal of the entire plant of the United States.

Assuredly Southern incomes are destined to grow. Not alone with respect to their own level, but also with respect to national averages. How much?

Leadership Counts—An accurate answer to this question rests in the hands of state and community leadership.

As noted already, the South has been increasing income since the end of the war at the same rate as that of the Nation.

But in attaining, or maintaining, that pace seven of the Region's states bettered the National average; eight fell below the average line.

Texas led the leaders with a percentage gain of 69%, compared with the National and Regional 54%.

North Carolina was second with 64%; and following came South Carolina 61%, Missouri 60%, Kentucky 58%, West Virginia 56%, and Louisiana 55%.

Below average were Virginia 53%, Maryland 52%, Florida 50%, Oklahoma 45%, Arkansas and Tennessee 41%, Alabama 40%, and Mississippi 38%.

A most interesting feature is the fact that postwar leaders are not identical with those of prewar days.

Patterns have obviously changed.

Before the war, from 1929 to 1940, Florida was undisputed leader, with income gain in the period of 29%.

It is not so much the question of leadership that counts in this instance, but rather the fact that the pattern of growth may have changed in some manner.

Publicity the Key—Analysis of changes that have occurred since 1945 in the economies of the seven states making the best showing leaves no doubt at all that they have come by their gains through careful civic planning and aggressive publicity campaigns.

Such campaigns as have been launched in these growing states have served to focus national attention upon plant sites, material resources, and manpower reserves.

The intermediate result has been acquisition of a growing number of important productive enterprises. The ultimate result has been higher income status.

Further analysis seems to indicate that no special industry or industries are to be preferred for the purpose, but that plant acquisition should be tailored to fit local conditions, especially those involving materials and manpower.

While considerable diversification has taken place in all of the seven successful states, greatest expansion in each has been in the line of industries already proved profitable.

In other words it seems to be quantity that counts most in establishment of new enterprise, and the states that get there "fastest with the mostest" are the ones most likely to show best income gains in the years to come.



Monsanto Chemical Company's facilities at Texas City have been doubled in the past two years.



Dow Chemical has allocated more than \$150 million in two years to expand its plants at Freeport, Texas.

PROGRESS REPORT

Gulf Coast Chemicals Reach \$2.5 Billion

THE chemical industry in the Texas Gulf Coast received DPA certificates of necessity totaling \$734,636,822 for new and expanded production facilities during the two years ended Dec. 31, 1952. The bulk of these certificates was allocated to petrochemical plants, further emphasizing the Gulf Coast's predominant position in the production of organics from the hydrocarbon molecule.

It is now estimated that total plant investment in chemicals in this region is about \$2.5 billion. This is truly an amazing figure because practically all of this investment has come into the Texas Gulf Coast within the past 12 years. We know of no other industry which has invested so much in so little time in such a small area of our nation.

The area we refer to reaches from Brownsville, at the Southern tip of Texas, to Lake Charles, La., on the east, extending roughly 100 miles inland. With the exception of the Carthage Hydrocal plant at Brownsville, all of the industry is on the coastal crescent from Corpus Christi, Texas, to Lake Charles, a distance, roughly, of 300 miles. The plant investment in this area takes on added significance by reason of the fact that in 1940 the total investment in the petrochemical industry in the entire United States is estimated at only \$350 million.

The expansion program continues into 1953, with a number of new plants announced, current interest being centered on polyethylene production facilities costing multi-millions.

During the two years the DPA certificate program has been in effect, a total of \$829,677,526 has been allocated to the chemical industry in Texas for new facilities. The neighboring state of Louisiana has received chemical certificates total-

ing \$267,664,934 during the period. Thus, the two-state expansion program totals \$1,097,342,460. (Table 1). These are, indeed, impressive figures. They are eloquent testimony to the faith the chemical industry has in this region and in the future economic well-being of the nation.

Since the petrochemical industry is tied in so closely with the refining industry, it is of interest to note that during 1951 and 1952 the DPA issued certificates of necessity totaling \$298,627,956 for refineries and gasoline plants in the Texas Gulf Coast. The two-year expansion program for Texas was \$498,009,859 and for Louisiana \$89,384,055, giving a two-state total of \$587,393,914. (Table 2).

The aluminum industry, which uses chemical processes to transform bauxite ore into aluminum, has invested over \$500 million in new plants at Port Lavaca and Rockdale, Texas, (Aluminum Company of America), Gregory, Texas, (Reynolds Metals Co.), and Baton Rouge and New Orleans, Louisiana (Kaiser Aluminum & Chemical). Natural gas as the source of energy attracted these plants to the area, except that the plant at Rockdale will consume lignite as fuel, using a process developed by the U. S. Bureau of Mines. The plant at present is using power from the Southwestern grid network to operate two pot-lines, while awaiting completion of its own power plant. (The plant investment for aluminum is not included in the accompanying Table 1.)

The Census Bureau's "1951 Annual Survey of Manufactures" reflects the rapid strides made by the chemical industry in Texas and the West South Central States (Texas, Louisiana, Oklahoma, and Arkansas). The 1939 Census of Manufactures showed only 6847 employees in the

chemical industry in Texas, with value added by manufacture of \$27,661,000. By 1951 there were 31,618 employees, and "value added" totaled \$603,736,000. (Table 3.) For the West South Central States, the Survey showed 54,441 employees, with "value added" of \$909,137,000. (Table 4.) The figures for 1951, incidentally, do not reflect increased production resulting from the DPA certificate program, this production starting late in 1951 and increasing through 1952. The Survey shows that 66 per cent of chemical "value added" in the four-state area comes from Texas, and by far the great bulk of the Texas production comes from the Gulf Coast.

Practically every chemical plant in the area, both organic and inorganic, is participating in the expansion program. The Dow Chemical Company is the leader with a two-year total of slightly over \$150 million for its sprawling facilities at Freeport. Carbide & Carbon Chemical Co. is next with \$108 million, including a facility at Seadrift costing \$66.3 million for production of polyethylene and ethylene oxide. The expansion program, including several firms building plants as newcomers to the area, runs the gamut of petrochemicals from adiponitrile to vinyl resins. Newcomers to the area include Heyden Chemical, which will jointly own a methanol plant with Monsanto Chemical at Texas City; Allied Chemical & Dye, a plant at Orange to produce ethylene glycol and ethylene oxide; American Petrochemical Corp., a joint venture by Cities Service Oil and Firestone Tire & Rubber to produce vinyl and ethyl chloride; Goodrich-Gulf Chemical, a joint undertaking at Port Arthur by B. F. Goodrich and Gulf Oil, whose product list has not been announced, but it is pre-

sumed that butyl rubber will be the principal product; Koppers Company, a plant at Port Arthur to produce ethyl benzene, Spencer Chemical, a polyethylene plant to be built at Orange.

The growing use of plastics materials in an ever-widening range of industrial and military applications has contributed substantially to the expansion of the chemical industry in Texas. During 1951 and 1952 the DPA issued certificates totaling \$334,797,172 for new or expanded facilities in Texas to turn out plastics intermediates. Of this total, \$289,634,477 was for plants in the Texas Gulf Coast.

The growing popularity of polyethylene as a plastics material has resulted in two new-plant announcements in recent weeks for the Gulf Coast. Dow will build its facility at Freeport, Spencer at Orange. Monsanto, also, has announced it will build a polyethylene plant at an unnamed site, but it is presumed it will build at Texas City. In addition to its new polyethylene plant at Seadrift, Carbide & Carbon's new polyethylene unit at Texas City is expected to go on stream in July, 1953. Du Pont received two certificates totaling \$16,488,000 in 1952 for polyethylene production at Orange. It should, also, be noted that, while its plant is outside the Texas Gulf Coast area, Texas Eastman Company has a \$7,000,000 DPA certificate for polyethylene at its Longview, Texas, plant.

Other plastics intermediates are in very strong growth situations and the presumption in this area is that the Gulf Coast will continue indefinitely to benefit from the growing uses of plastics, as new applications are developed and higher standards of performance are attained. As the basis for this optimism, observers point out that the DPA goal for plastics intermediates is 4,600 million pounds by 1955 as contrasted to the estimated 1953

(Continued on page 32)

TABLE NO. 1
Chemical Plants DPA Certificates Issued 1951-1952

	1952	1951	Two-Year Totals
Texas Gulf Coast	\$362,326,822	\$372,310,000	\$ 734,636,822
Elsewhere in Texas	45,632,108	49,408,596	95,040,704
Texas Totals	\$407,958,930	\$421,718,596	\$ 829,677,526
Louisiana	\$150,112,126	\$117,552,808	\$ 267,664,934
Totals	\$558,071,056	\$539,271,404	\$1,097,342,460

Source: Defense Production Administration, U. S. Department of Commerce.

TABLE NO. 2
Refineries and Gasoline Plants DPA Certificates Issued 1951-1952

	1952	1951	Two-Year Totals
Texas Gulf Coast	\$133,262,696	\$165,365,260	\$298,627,956
Elsewhere in Texas	162,976,492	36,405,411	199,381,903
Texas Totals	\$269,239,188	\$201,770,671	\$498,009,859
Louisiana	51,797,055	37,587,000	89,384,055
Totals	\$348,036,243	\$239,357,671	\$587,393,914

Source: Defense Production Administration, U. S. Department of Commerce.

TABLE NO. 3
General Statistics for the Chemical Industry Texas—1939-1951

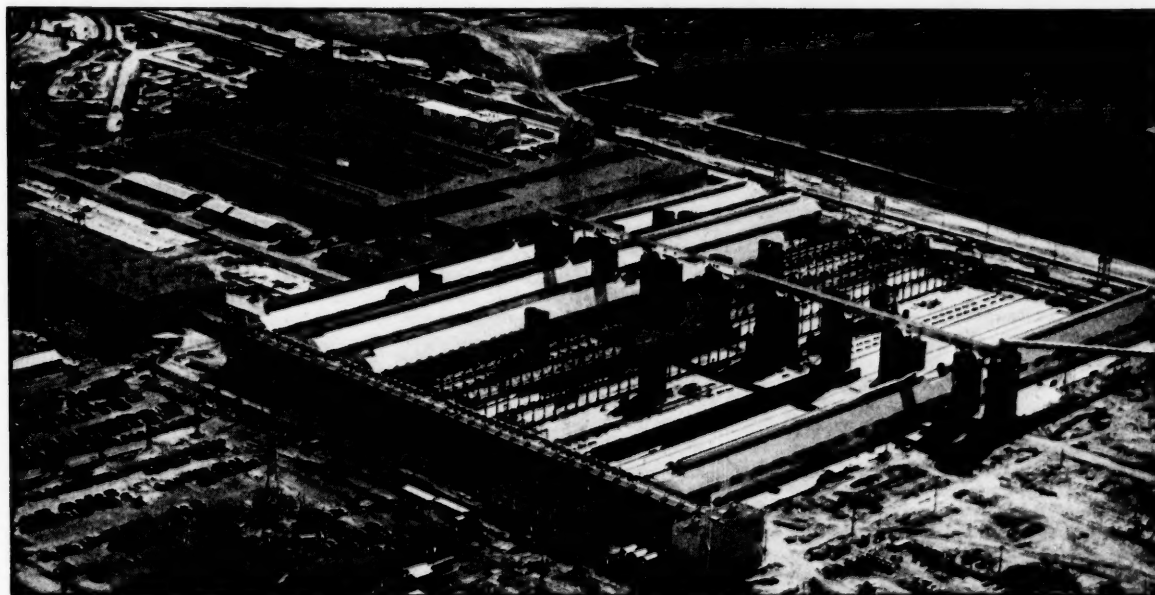
	1939	1947	1949	1950	1951
All Employees	—	23,552	25,581	28,648	31,618
Production Workers (number)	6,847	17,475	—	21,281	22,143
Salaries and Wages (total)	—	\$68,575	—	—	\$127,232
Value Added by Manufacture	\$27,661	\$234,496	\$322,834	\$477,500	\$603,736

Source: 1951 Annual Survey of Manufactures, Bureau of the Census.
Note: Dollar figures in thousands.

TABLE NO. 4
General Statistics for the Chemical Industry West South Central States—1947-1951

	1947	1949	1950	1951
All Employees	42,138	44,558	48,299	54,441
Production Workers	—	—	37,420	40,752
Salaries and Wages (total)	—	—	—	\$211,585
Value Added by Manufacture	\$389,299	\$523,506	\$763,092	\$909,137

Source: 1951 Annual Survey of Manufactures, Bureau of the Census.
Note: Dollar figures in thousands.



The aluminum industry, which uses chemical processes to transform bauxite ore into aluminum, has invested over \$500 million in new plants in the area. This is Alcoa's new plant at Rockdale, Texas.



DuPont received two certificates of necessity totaling more than \$16 million in 1952 for polyethylene production at Orange, Tex.

(Continued from page 31)

production of 2,800 million pounds, and that the President's Materials Policy Commission estimates production of these intermediates will use to 22,000 million pounds by 1975.

Materials for a wide variety of purposes are flowing from plants in the area in increasing volume, to supply the demand, for example, for fertilizers, insecticides, fungicides, synthetic fibers, plastics of all kinds, synthetic rubber, and industrial chemicals. The growing civilian demand for these and other types of chemicals, plus whatever is needed for the continuing defense program, also contributes to the optimism. Then, too, with the chemical industry sharply increasing its expenditures for research, it is felt that the Texas Gulf Coast petrochemical industry will continue getting a substantial share of new production capacity resulting from development of new products and new uses through research.

Of considerable interest to the future of the molding business in the Southwest was Dow's announcement that it will give final processing to its polyethylene at Freeport for use by molders. Most of the intermediates produced in the area, heretofore, have been shipped elsewhere for final processing. Industrial development leaders have been beating the drums for industry to process more consumer-type, or end-use, products from local production, and support their position by citing the growing, prosperous primary market offered by the West South Central states, as well as the export market offered by Central and South America. Most observers believe this will be a logical development, not only for chemicals but for aluminum as well. So far, there has been only more or less tentative development along these lines, and the field is wide open.

In recent times the Gulf Oil Corporation's new ethylene plant went on stream at Port Arthur, its product being shipped by pipe line to chemical plants in Port Arthur, Orange, Houston and Texas City. Output of this plant was sold out well in advance of the plant's completion, and Gulf has announced it is considering the addition of a second unit to supply the demand. This is a highly significant development for the area and should attract plants basing their product list on ethylene feedstock. As a matter of fact, in-

terchange of products between adjacent chemical plants and oil refineries is one of the outstanding features of the Gulf Coast petrochemical industry. Gulf's ethylene pipe line, assuring a steady supply of this tremendously important intermediate, not only minimizes the distance factor, but, also, eliminates a healthy capital investment for firms requiring this feedstock. These considerations prompt the belief that Gulf's development will act as a powerful magnet for new plants.

It is estimated that about 85 per cent of the nation's petrochemical plants are concentrated in the Texas Gulf Coast, within 200 miles of Houston. The key to development of the industry in this region lies in the natural and man-made resources which are abundantly available. The area abounds in salt, sulphur, and oyster shell, from which the traditional basic chemicals of caustic soda-chlorine, sulphuric acid and lime are derived. These inorganics play important roles in the production of petrochemicals. Most importantly, the area is the nation's treasure-trove of petroleum and natural gas reserves, and it contains about 25 per cent of the nation's petroleum refining facilities. Feedstocks pour from the refineries to many of the chemical plants which use the lighter fractions of refinery runs. The combination of inorganic and organic resources has attracted the petrochemical industry hardly without effort on the part of local leaders.

The hydrocarbon molecule, composed of hydrogen and carbon atoms derived either from petroleum or natural gas, is the heart and the core of the petrochemical industry. From the refineries come ethylene, propylene, butylene, isobutylene and other materials. The principal ingredients of natural gas are methane, ethane, propane and butane. The common link between these materials is the carbon atom, and they contain from one to 15 carbon atoms combined with varying numbers of hydrogen atoms. The rearrangement of these atoms, or substitution of other materials for some of these atoms, under controlled conditions of great pressures and very high temperatures, usually in the presence of a catalyst, is the business of the petrochemical industry.

A single chemical produced in one plant may have several functions. It may be useful as an end-product in itself, or,

it may be the starting point for the production of other chemicals, through a process known as "up-grading." Thus, in making one product, other materials also are produced, which, through up-grading and the magic of chemistry, become useful materials in the making of additional products.

Ethylene is a good example. This extremely useful and versatile intermediate constitutes about 20 per cent of the lighter fractions in refinery runs, and it also may be produced from natural gas. Before the petrochemical industry really got going, the lighter gases from the refinery runs were captured and used as fuel, to supplement natural gas. But now it is captured for its value as a chemical producer. As ethylene it is useful as an anaesthetic and as a fruit-ripening agent. It also is a most important starting point for the production of other chemicals; in fact, so important is this intermediate that production of end-use materials from it has assumed major proportions.

Major derivations of ethylene are ethylene oxide, ethyl alcohol, ethyl benzene, ethylene chloride, ethylene dichloride, ethylene dibromide, and polyethylene. From these materials are derived acrylonitrile for synthetic fibers, ethylene glycol anti-freeze, explosives, industrial coolants, hydraulic brake fluids, rayon fabrics, oil additives, plastics, paint solvents, detergents, emulsifiers, wetting agents, corrosion inhibitors, anti-knock compounds, insecticides, nylon intermediate, styrene plastics, styrenated oils, synthetic rubber, plastic films and coatings, vinyl chloride plastics, dry cleaning agents, aviation gasoline components, poison gas.

The wide range from this one intermediate, ethylene, is illustrative of the tremendous potential and usefulness of the hydrocarbon molecule, and the same sort of story is repeated countless times with other materials as starting points.

Almost without exception, petrochemical plants cost in the multi-millions, but they are feasible from an economic standpoint because of the continuous, large-volume production of useful products that comes from them, with assured sources of supply of raw materials at stabilized prices.

The industry has had a powerful impact upon the economy of the Texas Gulf Coast, with the benefits flowing through all segments of the business community.

Job Evaluation

Why does one employer have better management-labor relations than another? The author suggests use of this scientific method.

By Robley D. Stevens

Management Consultant

ONE of the most perplexing problems facing employers today, perhaps the most crucial, is that posed by wage demands. This, at least, is the opinion of several employers whom I quizzed recently.

This conclusion is of special significance to management at a time when the subject of unionization and the annoying problems of wage demands affects its operating policy.

In the light of this situation, harmonious personnel relations are absolutely essential to the smooth functioning of any free enterprise, for, needless to say, this has a direct bearing upon costs.

Maintenance of pleasant relations along with the installation of an adequate wage compensation program, is not only a matter that requires great tact, firmness, and skill; but also, an essential ingredient in every modern management-labor relations program.

A sound program of job evaluation meets these requirements and enables management to furnish a practical example of free enterprise. Especially is this needed when operating costs are rising and labor demands for wage increases follow.

When this writer was a former law-enforcement agent of the United States Department of Labor, he checked a number of private enterprises for compliance with applicable labor statutes. He discovered that many of them—large and small—made full use of a job evaluation program to determine how much the stenographer, shipping clerk and production worker should be paid in relation to the output of work thereof.

It is claimed by personnel experts that there may be no more single factor in the field of industrial relations to breakdown employee production, morale, encourage absenteeism, increase labor turnover, and create individual dissatisfaction, than an obviously unjust system of wage inequity in the rates paid to workers.

Installation of a job evaluation program requires careful study and planning on the part of management. It wants to know which jobs are the most important? Which are worth more? And, how much more? Hence, the puzzle gets

tougher if wage rates are assigned haphazardly, assigned without regard to job content and to other jobs. Naturally, the one scientific method designed to help solve this puzzle is job evaluation. It is a systematic procedure to help determine, through a study of job content, the relative worth and pay of jobs and positions within a plant. Certainly the determination of the necessity of installing this systematic wage plan would be based upon such factors as analysis of cost records; number of employees; type and diversity of work performed; comparison of wage rates with the "going" rates by competitors in the same industry; and the morale and attitude of employees toward it.

Undoubtedly, your management has found these factors a potent force when wage disputes arise from the inequity in your compensation plans. Since wage costs should be controlled or at least kept within reasonable limits, the one method for achieving this lies in the installation of a job evaluation program. As a tool of management many things should be understood about the method.

Historically, the first scientific plan for the study of jobs and wage relationships was advanced in this country in 1881 by Frederick W. Taylor, who made time studies and analyzed jobs into units and duties. Out of this approach arose the many incentive wage payment plans which we find in evidence today. Since the time of Taylor, several systems of job evaluation have been evolved and much material has been collected and published on the subject.

Our examination here will deal with the salient points of a job evaluation program, what it is, how implemented, and how used, and not in one treatment or to pass judgment on those now in operation. Rather this article is aimed at the executive in management who may not be directly dealing with the field of industrial engineering, but who wants to know some of the methods and procedures and benefits of a job evaluation plan.

The first step in any job evaluation program is the job analysis. This is the process of studying and recording the

facts, functions and conditions that go to make up any job in an enterprise.

If your management does decide to use the method, often employees may aid by writing up their own job descriptions, filling out a questionnaire supplied by the personnel executive. However, experts in the field of industrial relations agree that emphasis should be placed upon collecting accurate, complete and intelligible job descriptions. Psychologically, this seems worthwhile, because accurate and complete job information helps management in selling the program to workers. And they will have greater confidence in the plan when they see for themselves a true and complete picture of the work they actually perform and the wage rates that should be assigned for a given job based upon scientific facts.

Perhaps the most difficult and realistic problem facing your management is which type of a job evaluation program to install. It should therefore, be understood that there are four basic systems of job evaluation now in use: (1) the ranking system, (2) the classification system, (3) the point system, and (4) the factor comparison system. All staff industrial relations engineers and personnel executives are familiar with them all.

The first question your management must answer is: Do we want a job evaluation program? The next is: How good is the present method of determining relative base money rates? The third is: How well is it accepted by management and labor? Only your management will find the correct answers to these ever-present problems.

In any case, it goes without saying that the management which does not understand the invaluable factors of a job evaluation program could be caught between two vices: (a) it could watch its employees slide away to other employers having higher or more flexible pay permissibility, and find itself without sufficient skilled manpower, or (b) it might install one in providing a wage compensation plan to meet competition since all economic units are in competition for skilled manpower today and as a result the wage scales will stand any comparisons.

Inasmuch as wage rate inequities are a major source of employee grievances and often government investigations, sound programs designed to correct inequities can contribute to increased production and provide an orderly approach to the problem for solving wage demands.

Job pricing is the ultimate objective of a job evaluation program. Merit rating is a function that should be performed periodically. Inequitable wages exists when the remuneration of certain employees is out of line with that paid other workers at the same job.

If your management sets-up a job evaluation program it will provide a solution to such factors—valid job rating, sound wage structure, elimination of unnecessary table with labor unions, effective use of manpower, etc.

Among the most common of the compensable factors which have been used

(Continued on page 50)

Cost-cutting Advantages of Southern Plant Locations

By Sidney Fish
Industrial Analyst

THE return of more robust competition has not led thus far to any perceptible reduction in the rate of industrial growth in the South. On the contrary, because manufacturers are placing greater emphasis than ever before on reductions in costs, and on serving new markets efficiently, the trend toward Southern locations for new plants appears to be stronger than ever.

For good, sound reasons, industry is not curtailing new investments in plants and equipment. Many of these investments are primarily of a cost-cutting nature, since the new facilities replace older, obsolete plants. The latter produces at higher cost than modern high speed, automatic operations. Only in part do the new investments that are being made this year involve increases in capacity.

When competition forces an industry to cut its costs, it usually studies for a Southern location. Here it finds such advantages as efficient and plentiful labor, low cost power, big supplies of raw materials, and new rapidly expanding markets.

A wide variety of manufacturers of durable goods are now locating in the South. In many recent cases, the choice of a Southern site is made not only because of the desire to serve the attractive Southern market, but because a plant located in the South can often serve the entire nation, because of its central location.

An illustration is provided by the \$3.5 million plant which Worthington Corporation is building at Decatur, Ala. to make air conditioning equipment. This will be Worthington's first plant in the South, and it will be the largest in the South devoted exclusively to the production of air conditioning equipment. From this Decatur plant, Worthington cannot only serve the South, but it can ship economically to many other areas.

Similarly, American Bosch Corp., plans to build a \$2 million automotive electrical parts plant at Columbus, Miss., which will serve not only Southern auto assembly plants, but consumers in other parts of the country. The Delta Tool Division of Rockwell Manufacturing is similarly serving many areas from its Mississippi plant.

Many other instances can be cited of national producers who are serving the national market, as well as the growing Southern market from centrally located Southern locations. Since 1946, freight rates on class rated commodities have risen as much as 117 per cent. A suitable

location can often cut manufacturing and distribution costs as much as 10 p.c. That is one reason why many Northern and Eastern producers no longer feel it is wise to attempt to serve the entire country, including the South, from one plant.

The growing realization that distribution costs can be the deciding factor in wise plant location is giving the edge to many locations in the Middle South, the Southeast and the Southwest areas. On some products, such as paint, distribution costs are nearly 40 p.c. of total manufacturing costs. That explains why big paint producers like Glidden Co. and Pittsburgh Plate Glass have been greatly expanding their production capacity in Atlanta, Ga., and other points.

Developments during recent weeks have led to some readjustments in the thinking of business executives. A deep recession is not anticipated, but business is steadily becoming more competitive. To meet the profit squeeze resulting from higher costs and virtually stationary selling prices, business men are resorting to many protective steps designed to keep their operations on a sound basis.

The things that have happened to make business men a little more cautious include a rather broad variety of events. The Korean truce talks have made them wonder whether the defense program would be maintained at the present high level. And while the administration has insisted that it will hold defense production at present levels, for the next year, there is no assurance that further easing in world tension may not make its appearance, in the form of new gestures by the Kremlin however questionable the Soviet motives may be.

Peace is only one of the uncertainties, however. Business men have had to wrestle with tighter money and higher interest rates; consumer sales have been large but an increasing proportion have had to be financed through installment credit; business casualties have been rising, and it looks as though a period of test and trial has arrived for new businesses. On top of those problems, labor rates have continued to rise in many industries, and in only a few cases have manufacturers been able to recoup the higher costs through increased prices for their products.

The wage rate problem has had particular implications for certain areas of the South. The steadily shrinking wage differential in the South is now about to be eliminated by the steel industry, and possibly by one or two other industries.

Fortunately, in recruiting new industries, the South no longer places major emphasis on wage rate differentials. Instead, it is stressing the greater productivity of its workers.

The steel industry, which has just signed a new wage agreement with the United Steel Workers-CIO, will wipe out half of the 5-cent Southern wage differential on Jan. 1, 1954, and the balance at the beginning of 1955. To be sure, this differential had steadily been whittled down, and the new agreement applied specifically only to U. S. Steel and a few other producers primarily in the Birmingham area. The settlements in the steel and auto industries mean that industries in all parts of the country will have to face demands from unions for equal gains.

These higher labor costs come at a time when business is highly competitive, so that on most products, producers hesitate to raise prices. Distribution costs have been showing a tendency to rise, too. Employers have been steadily increasing their sales forces, and have been intensifying their advertising and promotional efforts, to keep goods moving. Surveys of representative manufacturers show that a large proportion of them are hiring more salesmen, and are carrying on intensive sales training courses, to get ready for more severe competition.

In a very few cases, the outlook for a profit squeeze has led manufacturers to postpone expansion programs. In far more instances, however, emphasis being placed on rushing new investments which will reduce production costs through more efficient methods, and thus offset the higher cost of labor. In short, competition is forcing producers to continue to improve their plants.

In most cases, investments now being made by manufacturers in new Southern plants can be easily justified on the grounds that the new facilities will permit lower production costs and provide better distribution in the rich Southern market. Hence, it is not likely that any broad movement will get under way to cut back new plant construction projects in the South.

On the contrary, Northern manufacturers who are absorbing high freight costs, or who find it difficult to serve the Southern market properly from Northern plants, are continuing to make favorable decisions which have resulted in the setting up of new Southern facilities. Within recent weeks, a substantial group of producers have announced new Southern projects, such as the Worthington Corporation's new air conditioning plant in Alabama, and Jones & Laughlin's expanded and modernized container plant in Atlanta, Ga., which produces pails, garbage cans, etc.

When competition increases, customers expect quick service on deliveries. Hence, the new Southern plants will prove their value, as sellers' markets end, by demonstrating the truth in the old adage—"the best customer is the one near your plant's door."

Southern manufacturers will have to be alert to utilize the new selling tech-

niques which are playing such an important part in mass distribution — improved packaging to take full advantage of "impulse buying" in supermarkets and other stores; better dealer aids; and new types of promotions designed to bring customers into stores, through giveaways, contests, etc.

Just as dealers must cut their costs to survive today, so must manufacturers scrutinize costs closely, to keep the break-even point from soaring on any dip in sales. An automobile dealer, for example, who was faced with rugged competition, recently discovered that he could cut his costs substantially through one simple device. He issued a rule that purchase orders would have to be approved each day for every item bought by his aids. He discovered that he could eliminate quite a few of these purchases as non-essential.

The problems of credit will come more and more to the forefront during the next few months for manufacturers will in some cases find it harder to raise funds, and in other cases they will have to follow a more selective policy in extending credit to some of their customers. The rise in interest rates, coupled with the increase in the number of insolvencies, makes it necessary to watch overdue accounts closely, because there has always been a close correlation between tardiness in payments and subsequent insolvencies. By giving closer attention to the overdue accounts, credit men will have a chance to find out whether some desirable customers are in need of special attention and advice. There are so many new business men today who have never gone through even a mild recession, that a few sound tips to them on watching their own accounts receivable more closely, etc., may mean the difference between keeping them in business, and an insolvency or liquidation.

On their own part, manufacturers will have to present a better case to their bankers during the next few months. For loans may be harder to obtain as a result of the tightening of credit. No time may be better spent than the few minutes each week to keep a banker informed on the progress of a manufacturer's business, so that the banker will know why its needs for credit are growing.

The tightening of credit does not necessarily mean that a recession is in the offing. It is possible that before long the Government will take steps to ease the credit situation, once it feels that the boom has been leveled off soundly, and inflationary risks have been ended. Federal economists are confident that business will remain on a high plane during 1953, with employment staying full.

Farmers income is still good, although a further cut in farm prices would affect spending for consumer products.

The most encouraging factor thus far is the willingness of manufacturers to continue to spend large sums for plants and modernization. For the first half of the year, such investments by manufacturers set a new record. For the third quarter they will be even higher, running at the annual rate of \$13 billion. In the

past, no important recession has gotten underway while capital investments were on a high plateau, for such spending is a strong bulwark for the economy. Moreover, very heavy spending remains to be done by municipalities, states, etc., for schools, roads, hospitals, etc., as a result of the sharp rise in population since 1940.

Another encouraging statistic is the rate of births. Thus far this year, births have been running at the rate of over 4 million a year—far more than the figure forecast by Government experts. This presages a steady rise in demand for many products.

Everything points to the conclusion that business is merely going through a healthy period of consolidation. This is also a good time for the average manufacturer to tighten his belt and eliminate wasteful practices which have crept in during recent years when competition was not as keen as it is today. And it is not a good time to stop investments in new cost cutting facilities.

Southern Railway To Build Freight Yard at Chattanooga

The Southern Railway System will build a new freight yard at Chattanooga to cost approximately \$14 million.

When this new facility goes into service, it will be the finest and most modern in the country with complete facilities for receiving, classifying and forwarding trains. It will be comparable in every respect with the ultra-modern, car-retarder yards at Knoxville and Birmingham, incorporating the best features of both and innovations that have been devised since the others were put in service.

President Harry A. DeButts said that the decision to build a new yard at Chattanooga was recognition of the fact that the city is a heavy traffic center with a large and diversified production for both defense and civilian needs, the hub of an area destined for greater growth, and the southern terminal for the CNO&TP, one of the lines in the Southern Railway System.

"A large volume of traffic originates and terminates in Chattanooga and there is a heavy through movement, a large part of it defense traffic," Mr. DeButts said. "The new yard will enable us to expedite the movement of this traffic, to make more efficient use of freight cars, and will put us in better position to handle peak volumes of traffic in war or peace."

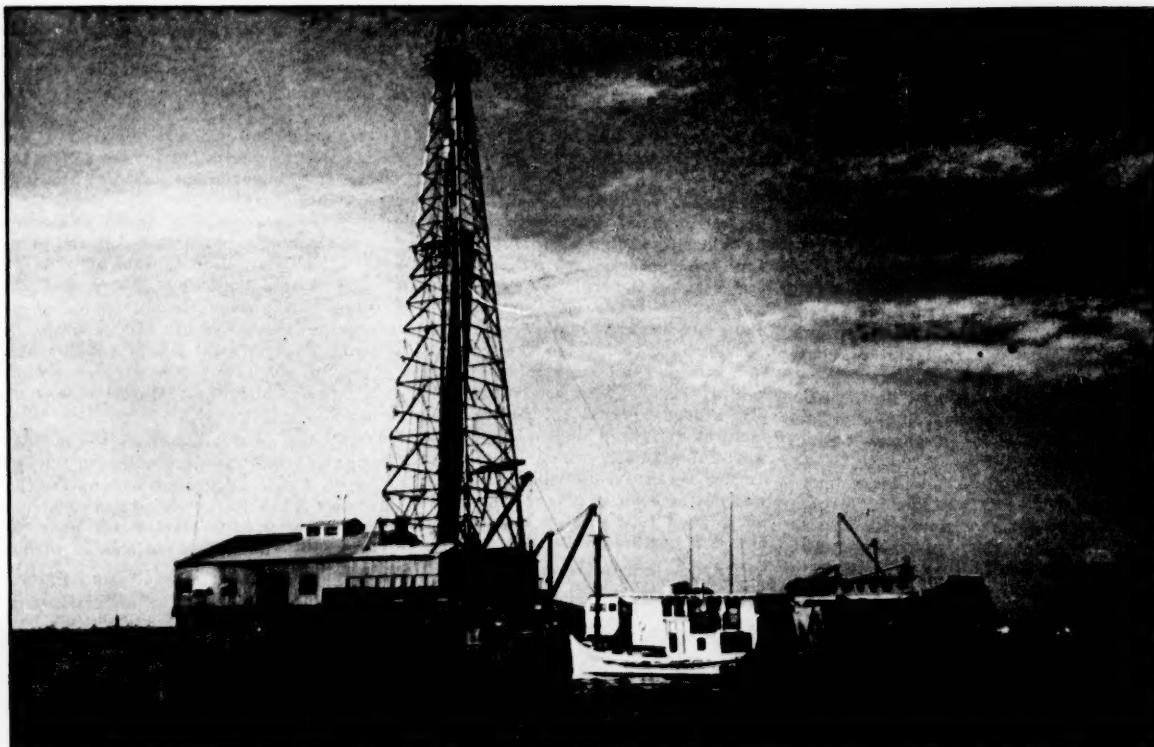
The new yard will embody the present yard and will extend northward toward Boyce, Tenn. Acquisition of land for the project is nearly completed and construction is expected to start in the near future, with completion anticipated within 18 months.

Engineer in charge of construction, with headquarters at Chattanooga, will be E. H. Cook, who has been engineer in charge or acting engineer in charge at Inman Yard, Sevier Yard, Norris Yard and in the construction of the diesel shop at Chattanooga. Most recently, Mr. Cook has been assistant division engineer of the Knoxville division.

Details of the new yard are still coming off the drawing boards and Ties is not yet able to give any picture of the final physical layout and operating procedure. The outlining in the picture on the opposite page shows approximately the area to be incorporated in the new yard.



"Pass this aptitude test and you've got yourself a job here!"



Pictured above is a complete drilling set-up in the Gulf of Mexico. It includes the Bethlehem-type submersible drill barge on the left, service craft, and two surplus LSM's sunk in ten feet of water as a breakwater.

Oil from the Tidelands

THE return to littoral states of at least part of their "tidelands" area will permit considerable new oil well drilling activity in romantic Gulf Coast waters once plied by the storied privateers of Jean Lafitte.

The widely debated "tidelands" law recently adopted by Congress authorizes resumption of oil exploration within historic state boundaries. These extend three miles from the coast except in the case of Texas and Florida, which claim ownership of submerged lands lying up to 10½ miles offshore.

Still under study at Washington is the much stickier question of who should control the balance—and by far the greater portion—of underwater oil lands extending out to the edge of the continental shelf. Since this point lies around 140 miles seaward from Texas and Louisiana, the problem even has an international aspect.

Gulf waters lying above the shelf are shallow enough to permit extensive marine drilling operations. The area involved is much smaller off the Pacific Coast, where the shelf reaches out only about five miles before sloping steeply to great ocean depths.

Littoral states traditionally controlled the mineral rights of the continental shelf and its estimated reservoir of 15 billion barrels of oil until the govern-

ment obtained "paramount rights" in the area through Supreme Court action a few years ago.

This promptly froze drilling operations. Oil companies which were spending \$60 million a year to develop the field had to stop it when the drawn-out litigation left no one with clear ownership to the oil deposits or the right to lease them to companies for drilling in return for the usual royalty of 12½ per cent of output.

Throughout his tenure, former President Truman blocked return of control to the states, and—four days before leaving office—hastily set aside the "tidelands" oil as a "naval petroleum reserve." This plan called for substantial Federal subsidies to oil companies, which would rather use their own capital to finance exploration of the field. The cost of drilling a single underwater oil well can easily run to \$1,000,000 or more.

All sides of the oil problem were argued during the long debate on "tidelands" legislation in the Senate this spring. Views of supporters of both Federal and state control were aired. Texas had protested that because of the "freeze" on drilling it alone lost over \$200 million in potential oil lease revenue, which was sorely needed for education purposes.

State's rights partisans also pointed out that halting of the development of these oil fields was unhealthy for the nation's economy because of the increasing demand for oil in peacetime and its vital character in war, when imports from abroad are cut off. Even domestic needs now exceed 7,000,000 barrels of crude petroleum a day.

Some defense experts feel the nation should lose no time in recovering the hard-to-get underwater oil and storing it safely ashore. They cite the danger of waiting until the actual start of an emergency—when an enemy submarine patrol could easily prevent drilling on the open water miles from the protection of shore defenses.

A certain amount of drilling continued, of course, through the years of controversy. There was no dispute over oil close to shore, and drilling barges with their familiar steel derricks remained steadily at work along the 650 miles of coastline stretching from New Orleans to Corpus Christi.

Actually the tidelands, in the narrow meaning of the term, was never involved in the dispute. It refers only to land lying between the low and high tide. But in time the name "tidelands" came to designate the whole continental shelf area.

While saltwater drilling for oil was limited to operations close to shore since 1949, the technology of the oil industry has not slept. Improvements have continually been made in methods for drilling wells at locations as far as 20 miles from shore, where Gulf waters may be 50 feet deep.

There equipment and men must be able to withstand the rigors of tropical storms on the open seas, for even sudden squalls can whip up wind velocities of 75 miles an hour. One development increasing protection in hurricane weather is the U-shaped and extremely mobile drilling barge built by Bethlehem Steel Company, which in the event of a "blow" can be moved to a location of greater shelter from winds up to 125 miles an hour.

This submersible drilling barge, constructed at Bethlehem's Beaumont, Texas, shipyard in the heart of the Gulf oil region, speeds shallow water operations. Unique in being built and fully equipped with complicated rotary drilling machinery at the same yard, the barges can submerge in water depths up to 15 feet, so that they rest on the sea bottom or a mat of oyster shells dumped on the bottom. This helps steady the drilling work.

The principal advantage of this type barge, which has averaged one completed producing well a month, is its mobility. It saves the time required to erect, dismantle, and move drilling platforms on piling in deeper waters. Its derrick, anywhere from 136 to 186 feet high, will lift over 1,000,000 pounds of drill pipe and will sink a well 18,000 feet deep. Diesel engines have replaced steam in its power plant.

Since the day of the first wildcatter, the recovery of oil has been one of man's most exacting jobs. The exigencies of climate, the dangers of fire and mechanical failure, the tremendous expense of digging five or six "dry" wells before getting one that produces—all have contributed to making the oil explorer a steel-fibered individual.

Added to the difficulties of dry-land drilling were the marine operations necessary for marine drilling when this chapter in petroleum history began off California and in Caddo Lake on the Texas-Louisiana border around the turn of the century. From there, marine wells spread through lakes and the mystic oil-rich bayou country of Louisiana.

Then oil men took a deep breath and plunged wholeheartedly into the challenge of salt water drilling, where besides the buffeting of wind and wave they must cope with the problems of over-water transportation of materials, supplies and men. Costs accordingly mount to three or four times those of dry-land drilling.

Although oil resources of the California shelf have been tapped considerably, similar developments are still in their early stages in the Gulf. Many deposits are yet to be charted in the 140,000 square miles of the Gulf's shelf—a tract more than half the size of Texas. The Pacific Coast shelf is about one-eighth this size.

The offshore oil fields are located through seismic exploration of the sea bottom, together with assistance from gravity meters and magnetometers borne either by aircraft or surface craft.

Once the subterranean accumulations of oil are pin-pointed, a drilling company can be engaged to sink the discovery well. Shell is an example of an oil firm which operates marine rigs itself besides contracting the work out.

In Twentieth Century manner, oilmen now fly daily to a U-shaped drill barge which sinks wells at an average rate of 400 feet a day through shale and limestone. A powerful rig rotates drill pipe and its ever-descending bit until the oil level is reached. As the drilling progresses, the well is lined with steel casing and cemented to prevent the walls from caving and to avert the waste of oil and gas. It can take around 250 tons of steel to case one well.

While blinking pelicans watch from desolate oyster shell reefs, the sturdy diesels throb day and night and crews of iron-muscled roughnecks sink drill pipe and haul it out with their clanking machinery. The roughnecks, who earn about \$450 and up a month, ride to the barge in a launch.

The tool pusher, or boss of the drilling job, frequently lives on the barge. There's an occasional worker who'll stay aboard for months at a stretch. In leisure time roughnecks play cards, read detective stories, and fish for sand trout or skip-jacks.

Similar drilling operations dot the Louisiana and Texas shores westward to exotic Corpus Christi, whose bay, atwinkle at night with the white and red lights of oil barges, is one of the beauty spots of the South. All this oil activity developed since 1948, when the Glasscock Company drilled the bay's first well.

This firm now operates seven drill barges, an amazing \$4,000,000 investment



Three fast-working roughnecks haul out a heavy string of drill pipe. When a well is down 15,000 ft., it takes three to four hours to pull out the many sections of pipe.

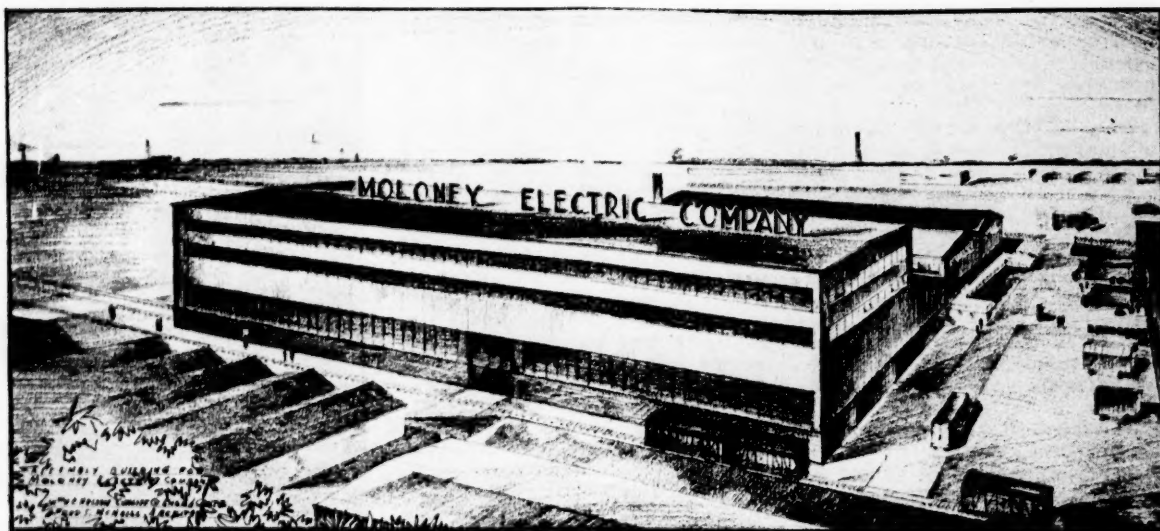
for an independent firm built by a rugged Texas family that once staged a high-wire act with the Barnum and Bailey Circus. The firm has brought in more than 100 wells in the Gulf Coast region.

This is the setting in which modern oil pioneers through heat and storm, cold and fog, are developing a marine industry that is just as much a primary economic necessity of the nation as it is for the states depending on oil and the crops and cattle of the land for livelihood.



This Shell Oil Co. crew makes ready to lower a new fishtail bit into the well. At left is one of the two tongs used like wrenches to couple and uncouple the pipe.

CONSTRUCTION



Above—Building being erected by William H. and Nelson Cunliff Co. at St. Louis for the Moloney Electric Co. To be used for assembling large transformers, the structure is 320 feet long, 115 feet wide and 70 feet high.

Southern Construction at High for Ten Months

By S. A. Lauver
News Editor

SOUTHERN construction hit the highest point in ten months in June when the total for contracts as reported in the Daily Construction Bulletin soared to \$480,263,000.

The sixth-month figure is the largest since August of last year. It is forty-four per cent ahead of the total for its immediate predecessor and thirty-four per cent above June of 1952.

The six-month total for the sixteen states below the Mason and Dixon line, as prepared from reports in the *Manufacturers Record* publication, is disap-

pointing, when judged by the optimistic predictions at the beginning of the year. The total is \$2,051,503,000, or sixteen per cent below that for the first six months of last year.

June's \$480,263,000 aggregate is made up of \$167,232,000 for industrial construction; \$101,363,000 for public building; \$100,432,000 for private building; \$60,590,000 for highways and bridges and \$50,646,000 for heavy engineering construction. All except one category show increased strength.

The \$167,232,000 for industrial construc-

tion is almost one and one-half times larger than the figure for such work in May. Most of the gain is attributable to a multi-million dollar pipeline project in Kentucky and Louisiana.

However, a number of other large industrial projects were reported during the month. Among these were a \$3,000,000 lighting fixture plant; a \$4,000,000 research laboratory; a \$1,300,000 missile project; a \$3,600,000 power house and smaller jobs including a \$500,000 brick company expansion.

Public building, second largest among the five construction categories, showed a nine per cent increase when compared with the preceding month; a fifty-one per cent rise above the same kind of work in June of 1952.

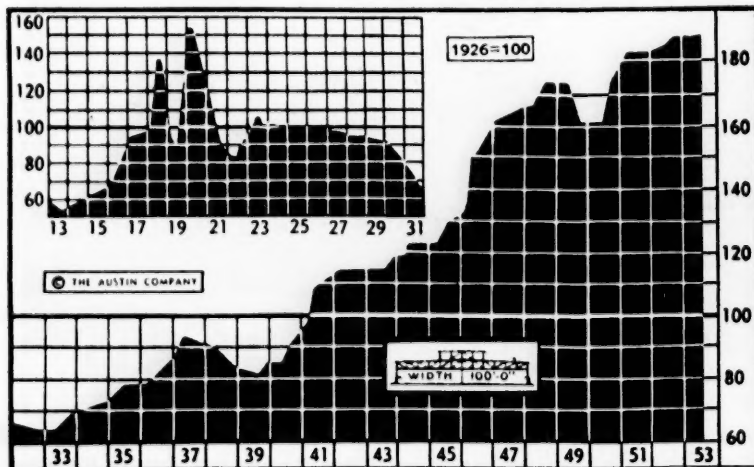
The \$101,363,000 public building total for June includes \$56,572,000 for schools, this a four per cent rise above similar work in May. Balance of the figure or \$44,791,000, showed an increase of almost seventeen per cent.

Private building, with its \$100,432,000 total, followed its usual pattern with residential work forming the preponderance, in this case \$66,796,000 or two-thirds of private building work.

Other elements in the private building picture included \$14,450,000 for office buildings; \$10,025,000 for assembly buildings such as churches and theatres, and \$9,161,000 for commercial buildings. All three show increases, these being one per cent, forty-five per cent and eighty-one per cent, respectively.

Highways and bridges, as totaled up to the time these statistics were prepared

Below—Austin Company, Cleveland engineering and construction firm, reports a one point advance in its quarterly index of industrial building costs to 187.



amounted to \$60,590,000. Several large openings are not included due to delays in receiving the reports. The incomplete figure is twenty-four per cent lower than that for May but seven per cent larger than for the same type of work in June of last year.

Heavy engineering construction in June is up forty per cent when compared with such work in May. The \$50,646,000 figure also is above the level of June a year ago—thirty-nine per cent.

Constituents of the June heavy engineering total are \$28,841,000 for dams, drainage, earthwork and airports; \$11,554,000 for government electric work and \$10,251,000 for sewer and water work. The \$28,841,000 is fifty-three per cent above its May counterpart; the electric work, one hundred sixty-three per cent. Sewer and water work dropped twenty per cent.

The \$2,051,503,000 for the first six months of the year includes \$498,174,000 for industrial projects; \$485,768,000 for public building; \$394,506,000 for private building; \$338,128,000 for highways and bridges, and \$334,927,000 for heavy engineering construction.

Two of the five totals showed an increase in the first six months of this as compared with the same period of last year. They are the \$485,768,000 of public building; the \$338,128,000 of highways and bridges. Public showed a rise of less than one-half of one per cent; highways and bridges, of seven per cent. Heavy engineering projects were down about five per cent. Decreases in the other two for the six months were: Private building, twelve per cent; industrial, forty-two per cent.

Private building's \$394,506,000 figure for the first six months included \$239,136,000 for residential work; \$66,161,000 for office building; \$49,346,000 for commercial building, and \$39,863,000 for assembly building. Office building was up over two hundred fifty per cent; commercial building, ninety-four per cent. Assembly building dropped three per cent; residential work, thirty-four per cent.

Public building during the six months just elapsed included \$249,311,000 for schools. This was fifty-three per cent ahead of the total at the same time of last year. Government building as such, however, declined twenty-six per cent.

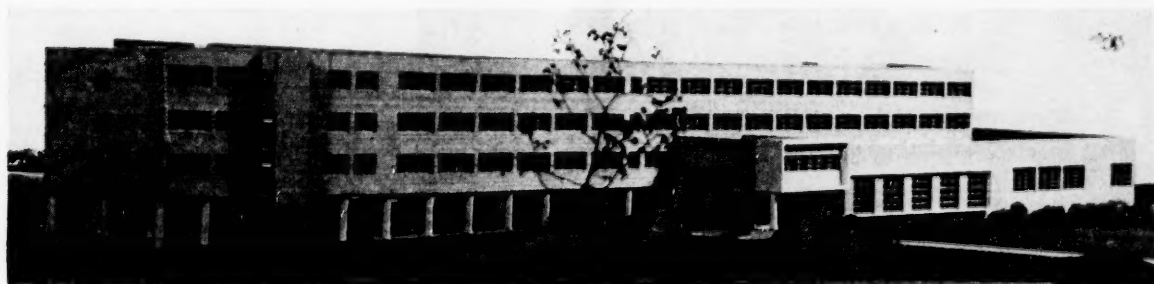
CONSTRUCTION

SOUTH'S CONSTRUCTION BY TYPES

	June, 1953		Contracts Awarded First Six Months 1953	Contracts Awarded First Six Months 1952
	Contracts Awarded	Contracts to be Awarded		
PRIVATE BUILDING				
Assembly (Churches, Theatres, Auditoriums, Fraternal)	\$10,025,000	\$12,141,000	\$39,863,000	\$41,173,000
Commercial (Stores, Restaurants, Filling Stations, Garages)	9,161,000	16,720,000	49,346,000	25,382,000
Residential (Apartments, Hotels, Dwellings)	66,796,000	19,845,000	239,136,000	363,967,000
Office	14,450,000	16,137,000	66,161,000	18,588,000
	\$100,432,000	\$64,843,000	\$394,506,000	\$449,110,000
INDUSTRIAL				
	\$167,232,000	\$183,323,000	\$498,174,000	\$861,371,000
PUBLIC BUILDING				
City, County, State, Federal and Hospitals	\$44,791,000	\$43,405,000	\$236,457,000	\$321,067,000
Schools	56,572,000	43,588,000	249,311,000	162,759,000
	\$101,363,000	\$86,993,000	\$485,768,000	\$483,826,000
ENGINEERING				
Dams, Drainage, Earthwork and Airports	\$28,841,000	\$108,775,000	\$200,566,000	\$254,807,000
Federal, County, Municipal Electric	11,554,000	16,339,000	57,852,000	34,492,000
Sewers and Waterworks	10,251,000	38,140,000	76,509,000	64,879,000
	\$50,646,000	\$163,254,000	\$334,927,000	\$354,178,000
ROADS, STREETS, BRIDGES				
	\$60,590,000	\$75,563,000	\$338,128,000	\$314,780,000
TOTAL	\$480,263,000	\$573,976,000	\$2,051,503,000	\$2,463,265,000

SOUTH'S CONSTRUCTION BY STATES

	June, 1953		Contracts Awarded First Six Months 1953	Contracts Awarded First Six Months 1952
	Contracts Awarded	Contracts to be Awarded		
Alabama	\$12,822,000	\$79,865,000	\$84,832,000	\$171,069,000
Arkansas	3,418,000	3,250,000	29,035,000	44,660,000
Dist. of Col.	133,000	61,555,000	32,127,000	29,260,000
Florida	29,468,000	16,930,000	168,705,000	257,252,000
Georgia	20,789,000	92,185,000	120,266,000	152,646,000
Kentucky	141,490,000	10,165,000	174,353,000	61,288,000
Louisiana	51,257,000	28,478,000	182,894,000	273,636,000
Maryland	27,674,000	43,374,000	150,969,000	207,913,000
Mississippi	11,553,000	6,024,000	45,697,000	64,211,000
Missouri	9,536,000	6,485,000	75,077,000	50,301,000
N. Carolina	11,015,000	16,690,000	103,331,000	125,350,000
Oklahoma	7,930,000	14,689,000	36,813,000	84,695,000
S. Carolina	11,465,000	8,545,000	76,180,000	104,106,000
Tennessee	29,436,000	31,958,000	97,309,000	116,575,000
Texas	63,739,000	110,032,000	437,663,000	514,869,000
Virginia	38,829,000	32,655,000	126,297,000	156,097,000
W. Virginia	9,709,000	11,096,000	109,955,000	49,337,000
TOTAL	\$480,263,000	\$573,976,000	\$2,051,503,000	\$2,463,265,000



Above—Ruscon Construction Co., of Charleston, S. C. is erecting the \$1,000,000 building to house 250 students at the Medical College of South Carolina. The structure is to have a reinforced concrete frame with walls of masonry block and brick. Its foundation consists of 80-foot steel and concrete piling. In addition to the dormitory rooms, it will contain a complete kitchen and dining room, lobby and reception room. The Ruscon Company recently finished a laboratory building at the Medical College, which has a substantial construction program under way at Charleston.

Birmingham's Committee of 100 shows how it can be done

WHEN Secretary of the Treasury Snyder visited Birmingham, Ala., last year he called it "the youngest of the world's great cities." Civic chests expanded and just-plain-citizens beamed.

Three years before, that would have been an empty phrase. Until Birmingham launched its own industrial revolution...

From its founding in 1871 until the 1920s Birmingham grew like magic, earning its moniker "The Magic City." She wore the crown with pride until the 1929 bust; then folks sort of dropped the "Magic City" phrase.

World War Two and the hopped-up postwar period again stoked the city's industry and put cash in sugar bowls around town. Population climbed, there were jobs and to spare, business was brisk in factory and store.

But underneath the surface prosperity lay the same old disturbing factors: (1) The district's life-and-death dependence on one industry—steel and (2) the dearth of new and diversified industry.

Behind No. 2 was a whispering campaign that often grew voluble: "Birmingham is big enough; we don't want any new industries."

Such were the circumstances when in January, 1950, the Birmingham Commit-

tee of 100—an organization pledged to win new and diversified industry for the city—came onto the scene. By early 1953, Birmingham had welcomed more than 50 major new industries, hundreds more warehouses and district sales offices and had delegations from twenty-five other cities on its doorstep, wanting the secret formula.

The new industries employ directly more than 12,000 persons with an annual payroll of almost \$50,000,000. Initial construction costs of the plants ran beyond \$150,000,000.

The new industries are so diversified that now even an extended steel shutdown cannot throw the district's economy out of balance.

Although the Committee of 100 has been given a lift by most of the city's industrialists and business men, three stalwarts have been its guiding lights:

William P. Engel, real estate and insurance executive, who retired early this year after two highly-productive terms as president of the Chamber of Commerce—so that he might devote more time to the committee.

Clarence B. Hanson, Jr., publisher of *The Birmingham News* and chairman of the committee the first two years—he set the original idea in motion.

Clarence Lloyd, Chamber professional and director of the committee—he's the wheelhorse.

Hanson in recent months has been succeeded by Edward Norton, former member of the Federal Reserve Board, and Engel by Frank Spain, attorney.

When Hanson was called upon in 1950 to head the Chamber's industrial division, he envisioned opportunity unlimited. If there were enough Birmingham citizens willing to "pay their civic rent," as Engel termed it, why not form a hard core of 100 volunteers to do something about the lethargy that some day might strangle the city? Hanson began by giving the industrial division a new name: "Birmingham Committee of 100."

Letters went out to 100 business, industrial and civic leaders: Will you serve on the Committee of 100? Back came 97 positive, eager replies; the other three men were away on business.

The response was especially significant in view of two qualifications for membership: If called upon for service to the committee, a member could refuse only if there was illness in his family. A prospective industry, even if it made a product in competition with existing industry, would be sought, provided the company was of good reputation and made a good product.

That competition angle was a sore spot from the start but the committee never retreated, and its position paid off, both in new industries and for old ones.

All the committee needed then was a strong getaway. On hand to render same was a man whose name long had been a symbol of progress to Alabamians—Thomas W. Martin, then president of the Alabama Power Co. He arose to pledge that if the committee could raise an additional \$400,000, his company would give \$100,000 on an advertising fund to sell Birmingham's advantages to the nation.

His generosity was cashed: In six days more than \$700,000 was contributed. Thus, industrialists all around the country began reading of Birmingham assets—raw materials for heavy industry, central location in the nation's fastest-developing markets, excellent rail, truck and air transportation, desirable labor conditions, friendly people.

The committee armed itself with every available fact and figure about the Birmingham district, published a handsome brochure stressing its "spirit" and cultural life, and prepared 100,000 booster briefs which Birmingham merchants attached to checks mailed each month to out-of-town accounts.

The results rolled in—from the nationwide advertising, from traveling executives, from airline and railroad officials, from direct inquiries about industry sites.

The committee went after each prospect like a gold mine, often with a tenacity that must have made competing cities wince in envy.

As witness:

A Midwest bedding manufacturer—Englander of Chicago—decided two years ago to build a plant in the South. Many Southern Chambers of Commerce, all eager for new industry, put their best



Five leading members of the Birmingham Committee of 100 count their gains and map plans for more. From left: Mervyn H. Stern, William P. Engel, Clarence H. Hanson, Hugh P. Bigler and Clarence Lloyd.

feet forward. After looking over the field, Englander made its choice and bought a site. All the losing cities let down their flaps, all except Birmingham and its Committee of 100.

The committee fired its statistical guns anew, had members call on Englander officials, using both business and personal contacts. For the clincher a delegation of committee members went to Chicago to see Ira Pink, Englander president.

Pink was sold, the decision was reversed and the Englander plant today is one of proud Birmingham's many new industries.

As has often been the case, there was a happy aftermath for a competing industry already established in Birmingham. This plant, disturbed by the stiff competition coming in, launched an intensive advertising campaign to offset anticipated losses. But instead of a loss, the company reported a 40 per cent gain in business.

Often while trying to win over a prospect the Committee of 100 makes an extensive survey of the district without obligation to the prospect. Findings of such a survey are available to existing industry also, and recently one proved a real boon to a paper products company.

The survey turned up the fact that the Birmingham district was making only 20 per cent of the cardboard containers it used. The prospect in this case decided against expansion. But the Birmingham Paper Co., an old established firm, used the information for a \$2,000,000 expansion program and now supplies the cardboard containers.

Once an industry locates in the district, it is not left to shift for itself. The Committee estimates that at least 60 per cent of its efforts are for existing plants or those in process of setting up. City ordinances must be interpreted, homes found for company officials, certificates of necessity obtained, etc.

A large pipe manufacturer, turned down twice in Washington on a certificate of necessity for a \$3½ million expansion, took his case before the committee. Director Lloyd hastened to Washington and got the certificate.

Before the committee came into being, one of the handicaps to winning new industry had been the inability to obtain sufficient steel from the TCI company. So, when Bill Engel took over as Chamber president, one of his first acts was to sound the battlecry: "Hold that steel!"

TCI steel is now being made available in increasing quantities and the company's new president, Arthur V. Wiebel, is one of the committee's most active members.

After sounding off on the steel question, firebrand Engel turned to all Birmingham business men and fired pointblank: "If you're benefiting from living in this community, you owe civic rent. Are you going to dodge it—or pay it?"

Judging from results they're paying it. And there are others eager to pay. The Committee of 100 rotates one-third of its membership each year. There's always a waiting list.

Birmingham, Home Office Of New Insurance Company

A new insurance company, American Liberty Insurance, has been chartered as an Alabama concern and will have home offices in Birmingham, according to announcement by the Birmingham Committee of 100.

The company, which will write fire, automobile, inland-marine and casualty insurance, will construct an ultra-modern, air conditioned building on a pioneer homestead near downtown Birmingham to house its initial staff of 100, the Committee said.

It is the outgrowth of a merger of several Eastern insurance companies and will have a capital of \$1 million, a policyholders surplus of about \$3 million and assets in excess of \$5 million.

Fred A. Carnell, chairman of the board and president of the new company, was for many years secretary of Seibels-Bruce & Company, of Columbia, S. C., and later executive vice president of the North Star Reinsurance Corp., of New York.

L. A. Voight, vice president of American Liberty, was for a number of years with the Southern department of Crum & Foster, Atlanta, and an executive officer of the Birmingham Fire Insurance Co.

Charles W. Gambrill, formerly of Seibels-Bruce & Co., and of the law firm of Haynesworth & Haynesworth, Greenville, S. C., is secretary of the company.

New Log Conveyor System At Hollingsworth & Whitney

Additional manufacturing facilities have been constructed at the Mobile (Ala.) paper mill of Hollingsworth and

Whitney Company by The Rust Engineering Company, Pittsburgh. One feature of this general expansion now in operation is the new multiple log conveyor system which was designed as well as constructed by Rust.

The yard section of this system, installed without interrupting normal operations and tied in with existing facilities during a two-week vacation shutdown, was re-designed to feed four barking drums instead of two without changing the original two storage yard conveyor arrangement. The new conveyors are of heavier construction than usual and use a chain of new design.

Wearing base of the conveyor structure is of abrasion resistant steel and conveyor troughs were given extra strength by using structural steel members rather than plate. This design allows for easier repair since a damaged member can be removed by cutting spot welds at either end.

A splitter chute was devised to effect a satisfactory division of logs at the point where each yard conveyor transfers its load concurrently to two barking drum feeder conveyors.

Arrangement of the chain differs from the usual practice in that it travels suspended in a trough below the conveyor bed. It is a single strand type, of manganese steel, with links that are unusually thick at the articulations. Developed by American Manganese Steel Division of American Brake Shoe Company for use on large log hauls on the West Coast, this installation is believed to mark the first time it has been used in a Southern mill.

This type chain was also used on the chipper feed conveyors with a variable speed drive which permits maximum chipper capacity at optimum conveyor speed, and more efficient operation over a wide range of capacity.



"Can you lend me ten dollars and put it on my electric bill, Mr. Thomas?"

INDUSTRIAL



IN TENNESSEE

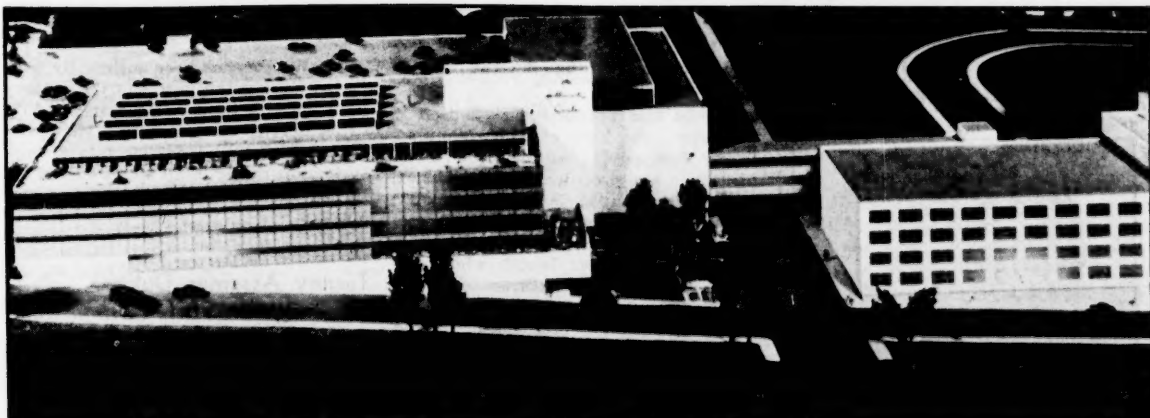
Sperry-Farragut Corporation has this plant under construction at Bristol. The structure is being built under the Navy's civil works program, and is now about three-fourths complete. The factory was designed for mass production and precision light manufacturing.



IN GEORGIA

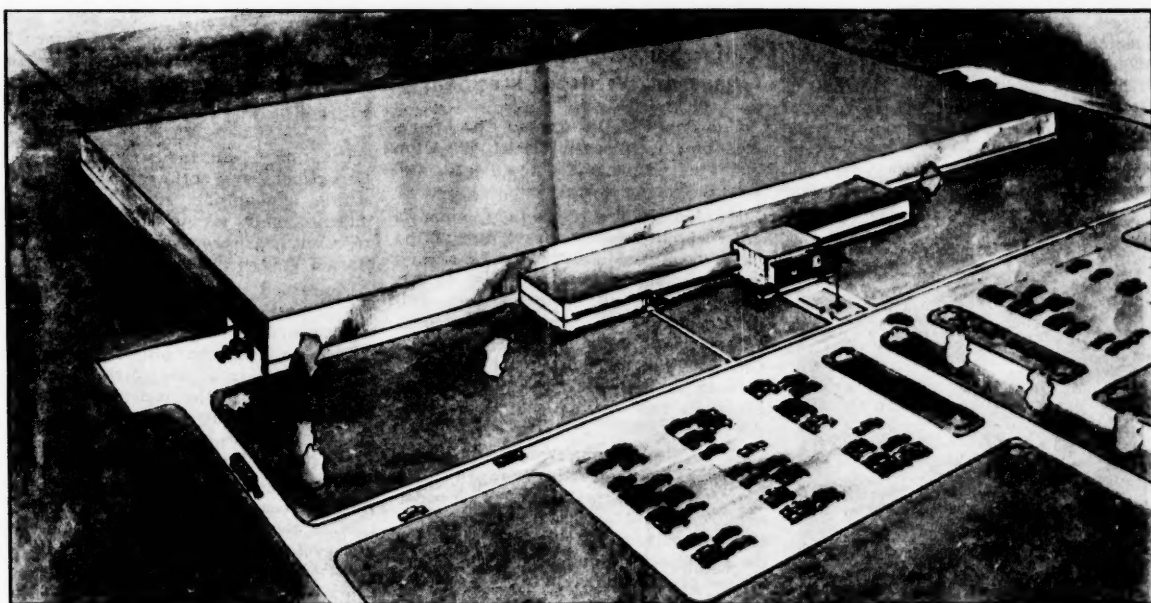
This new plant for the manufacture and repair of electrical equipment will be built in Atlanta by the Westinghouse Electric Corporation. The main products to be handled by the plant will be power transformers, control and switchgear. This represents the first phase of a multi-million dollar expansion by the company in Atlanta.

EXPANSION



IN MISSOURI

This is a one-sixteenth scale model of the new plant and general headquarters that Hallmark Cards is building at Kansas City. The ultra-modern, \$6,000,000 facility, which will include a functional zoo, a greenhouse and an art gallery, should be ready for occupancy by January 1955, and is expected to be one of the leading architectural sights of the Middle West.



IN ALABAMA

Architects sketch of the proposed plant that the Worthington Corporation will build at Decatur. The building will be windowless and will be completely air conditioned. It measures 240 feet wide by 600 feet long. The office, located in the front, will contain 10,000 square feet of floor space.

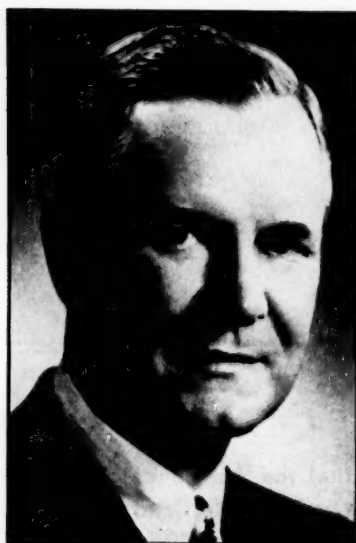
SOUTHERNERS AT WORK

South Carolina Textile Association Elects Officers



Marshall C. Stone

The South Carolina Textile Manufacturers Association, at its annual meeting, elected as its new president a man who has long been prominent in the textile industry of South Carolina, Marshall C. Stone, general manager and treasurer of Pacolet Manufacturing Company at Pacolet, a unit of the Deering, Milliken group, who pledged himself to seek to carry forward the broad outline of objectives toward a better industry in South Carolina



Ellison S. McKissick

laid down a year ago by the retiring president.

Named vice president was Ellison S. McKissick, the head of Alice Manufacturing Company at Easley. As a matter of custom and precedent, Mr. McKissick, also a prominent leader in the industry, will become president of the state association at its meeting next spring, which will be held at Sea Island, where the South Carolina manufacturers have met now for the last three years. Mr. McKissick was the last president of the old American Cotton Manufacturers Association before its dissolution and the first president of the new American Cotton Manufacturers Institute, formed five years ago. John K. Cauthen of Columbia is the association's executive vice president.

The association elected three new directors for three year terms: Walter S. Montgomery, Spartan Mills, Spartanburg, S. C.; Elliott W. Springs, Springs Cotton Mills, Lancaster, S. C., and Stanley W. Converse, Clifton Manufacturing Company, Clifton, S. C. George McElroy, Owens-Corning Fiberglas Company, Anderson, S. C., was also elected to the board of directors to fill the unexpired term of Mr. McKissick, the new vice president.

Cities Service Names Jones Chairman, Watson, President

The Board of Directors of Cities Service Company recently elected W. Alton Jones as Chairman of the Board, and Burl S. Watson as President.

Mr. Jones will serve as the Company's chief executive officer in charge of the supervision and direction of its affairs. As chairman, he will turn over to Mr. Watson certain administrative duties and devote increasing attention to the long-range expansion and development of the Cities Service oil and natural gas interests, in both the domestic and foreign fields. He has served the firm as president since 1940.

Mr. Watson, formerly executive vice president, has been associated with Cities Service for 36 years, joining it as a cadet engineer in 1917 after graduation from the University of Alabama. He is an officer and director of numerous Cities Service companies whose interests range from lower Manhattan real estate to oil operations, both domestic and foreign; natural gas, pipelines, tanker operation, refining and manufacturing, petrochemicals and other phases of the oil and natural gas industries. For many years he has been active in oil industry affairs as a member of the board of directors of the American Petroleum Institute, and is a member of the American Institute of Mining and Metallurgical Engineers and of the American Gas Association.

Mr. Watson has been intimately associated, during the past quarter century, with the growth and development of the Cities Service oil and natural gas operations, and their integration into a single system operating in all states east of the Rocky Mountains, in Canada and in Mexico.

Turney Assumes Duties On Houston Port Commission

John G. Turney, well-known Houston consulting engineer, has assumed his duties as a member of the Houston Port Commission.

Mr. Turney takes the place of Sewall Myer, an attorney who served as a commissioner for six years. He was appointed by the Harris County Commissioners' Court.

Formerly public works director for the City of Houston, Mr. Turney has maintained private engineering offices for the past five years.

Other members of the Commission include W. S. Bellows, head of the Bellows Construction Corp.; W. N. Blanton of the Blanton Drilling Co.; W. L. Walker, cotton man and president of the Houston Cotton Exchange; and Robert Hemphill of Baytown.

Southwest Research Picks Harrell For New Department

Creation of an Industrial Economics Department by Southwest Research Institute, a nonprofit organization known internationally for its work in scientific research, has been announced by Dr. Harold Vagtborg, Institute President.

Concerned largely with economics in the technical and production fields, the new department was established June 1 with the appointment of C. A. Harrell as chairman. Harrell, one of the foremost city managers in the nation, is a former delegate to the Inter-American Congress of Municipalities, and a recognized authority on industrial development.

"Inauguration of the department stems from increasing demands on our institution in the fields of economic analysis and evaluation," Dr. Vagtborg said.

"In the past we have been forced to call upon other organizations for services in the fields of transportation, finance, administration, and other non-scientific activities involved in various major development programs underwritten at the Institute by commercial and industrial organizations, as well as government agencies."

Harrell has a degree in civil engineering from the University of Cincinnati, a master's degree in economics from Columbia University, and a master of sci-

ence in public administration from the University of Syracuse.

In addition, he has 25 years of administrative experience, including work in the fields of industrial development and taxation.

The new department chairman is a past president of the International City Managers Association and a member of the American Academy of Political and Social Science, the National Management Council, and other organizations.

He has been assistant to the city manager of Cincinnati and city manager of Portsmouth, Binghamton, Schenectady, Norfolk, and San Antonio.

N&W Names Scott To Succeed Dickerson

E. M. Dickerson retired on July 1 as assistant superintendent of transportation of the Norfolk and Western Railway and was succeeded by H. L. Scott, now assistant to the superintendent of transportation.

A native of Bedford County, Dickerson joined the railway in July, 1913 as a stenographer in the office of the superintendent of transportation. After a number of promotions he was made chief clerk in June, 1931. He was named assistant superintendent of transportation in March, 1935.

Scott came to the N. & W. as a clerk in the engineering department in April, 1926, after working for the Virginian Railway. He became secretary to the superintendent of the Eastern General Division in December, 1936 and transferred to become a clerk in the General Manager's office in January, 1937. In July, 1947 he became chief clerk to the vice president and general manager. He was promoted to assistant to the superintendent of transportation in October, 1950.

Central of Georgia Advances Croghan

Hubert M. Croghan was promoted, effective June 16, to Assistant Freight Traffic Manager of the Central of Georgia Railway. He will continue to have headquarters in Savannah, Georgia, where he has been located for many years.

E. E. Brown succeeds Mr. Croghan as General Freight Agent, and A. D. Humphrey has been elevated to fill Mr. Brown's position of Assistant to General Freight Agent.

Mr. Croghan, a native of Savannah, joined the Central April 16, 1924, as Messenger in the Division Freight Agent's office. He later was transferred to the General Freight office as Mimeograph Operator, and rose through various clerical grades. In September 1935, he was promoted to Assistant Commerce Clerk and six years later to Chief Commerce Clerk. In 1945 he was advanced to Commerce Agent and in 1950 to Assistant

General Freight Agent. He became General Freight Agent December 1, 1951. Mr. Croghan was admitted to the Georgia Bar in December 1936, to the U. S. District Court in January 1937, and to practice before the Interstate Commerce Commission in 1941.

Rock Island Lines Names Anderson To Arkansas Division

Robert H. Anderson of Fort Worth, Texas, has been named superintendent of the Arkansas division of the Rock Island Lines with headquarters at Little Rock, Arkansas, effective July 16, it was announced by D. B. Jenks, executive vice president.

Mr. Anderson succeeds Albert B. Harrison, veteran Rock Island officer, who is taking a leave of absence due to illness.

The new superintendent has been assistant superintendent at Fort Worth and previously was trainmaster at El Reno, Oklahoma.

National Gypsum Names Dumas Plant Manager at New Orleans

National Gypsum Company has announced the appointment of Paul J. Dumas to the position of plant manager of the New Orleans plant. This plant is part of the Asbestone Corporation recently purchased by National Gypsum.

Formerly plant manager of the company's paper mill at Pryor, Oklahoma, Dumas is a graduate of Washington and Lee and also attended New York University. He served for 2½ years in the Army. Dumas is a member of the Chamber of Commerce and the Rotary Club.

Commenting on the appointment, F. A. Manske, Vice-President in Charge of Operations, stated, "With his background of experience in the manufacture of asbestos-cement products as well as in paper production, Dumas will be an excellent addition to the new asbestos products division of National Gypsum Company."

Texas Eastern Names Fraser Chief Petroleum Engineer

Jack R. Fraser has been appointed chief petroleum engineer for Texas Eastern Production Corporation of Houston, Texas, according to an announcement by H. A. Hemphill, president. Fraser, who joined Texas Eastern Production Corporation in 1951 as district geologist, has most recently served the company as division engineer.

Before coming with Texas Eastern Production, Fraser was associated with Shell Oil Company as production geologist, division, in Oklahoma City, Oklahoma. He was graduated with the degree of Bachelor of Science in petroleum and natural gas engineering from the University of Pittsburgh.

Rockwell Appoints Weikart Chief Engineer at Tupelo

Dean Weikart, former tool and product engineer with Rockwell Manufacturing Company's Crescent Machine Division at Leetonia, Ohio, has been promoted to chief engineer of the firm's Tupelo, Miss., plant.

A native of Leetonia, Mr. Weikart joined Rockwell in 1942. He received his engineering training by attending the Salem, Ohio, Trades Classes from 1940 to 1946 and Youngstown College Night School 1950-53.

He is a registered professional engineer and is a member of the Mahoning Valley, Ohio, Society of Professional Engineers and the affiliated state and national societies.

Hauserman Names Wehle To New Georgia Post

Appointment of Fred Wehle, Jr., as manager of a newly-created Georgia branch office in Atlanta was announced by The E. F. Hauserman Company, world's largest manufacturer of movable interiors.

Mr. Wehle, a 1941 graduate of Rose Polytechnic Institute with a degree in mechanical engineering, brings to his new post wide experience as a sales engineer with the Charleston (West Virginia) Electrical Supply Company.

Operating from the new Hauserman branch office at 510 Bona Allen Building, Mr. Wehle will be responsible for sales and service throughout the entire state of Georgia.

The Industrial Equipment Company of Atlanta, Hauserman's former Georgia sales outlet, will now be able to devote more time to both the manufacture and sale of its new line of overhead industrial doors and the sale of its other more closely allied products.

Beatty To Manage Jackson, Miss. Plant of Pittsburgh Plate

Appointment of John H. Beatty as manager of Pittsburgh Plate Glass Company's Jackson, Mississippi, Branch has been announced by H. R. Kluth, general manager of the firm's Merchandising Branches.

Prior to his appointment, Mr. Beatty was glass manager of the Midland, Texas, Branch. Affiliated with Pittsburgh Plate for 18 years, he has served as glass manager of the San Antonio Branch and contract manager of the Richmond, Virginia, Branch. He was also affiliated with the Creighton Works for four years.

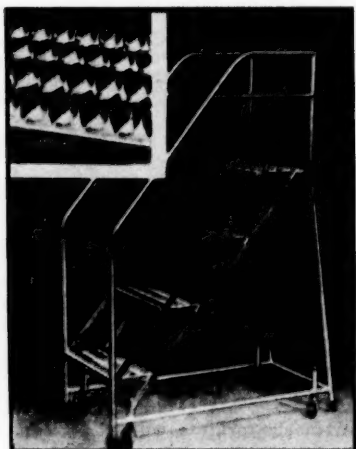
A native of Crystal City, Missouri, he attended Rensselaer Polytechnic Institute. In his new position he succeeds Earl J. Bienvenu who has returned to the New Orleans Branch where he will serve in a special sales capacity.

NEW PRODUCTS

Safety Tread

Ballymore Co., Wayne, Pa.—A formed metal tread of new design which greatly increases safe footing.

The new tread, now optional on all Ballymore Ladders and Work Platforms, improves a tread which is one of the



Ballymore Ladders

basic safety features of Ballymore Ladders. As now supplied, the tread is formed from a single piece of heavy gauge steel which is cut, punched and raised. The edge of each half of the raised steel is serrated to furnish positive non-slip foot grip, regardless of types of footwear, and whether the soles of workers' shoes are oil or water soaked or dry.

In addition, the tread cleans the soles of workers' shoes and is self-cleaning. Metal shims or fragments, oil-soaked paper or other objects which might tend to cause workers to slip and fall on smooth treads, are scraped from shoe soles by the raised edges. And objects removed are not retained on the steps as a future hazard because the design permits dirt and picked-up material to drop through holes in the tread.

Solenoid

Connecticut Telephone & Electric Corp., Meriden, Conn.—A new linear proportional solenoid developed to highly exacting specifications for jet aircraft fuel control systems is now available for other commercial and military uses, company officials announced recently.

The solenoid, in its aircraft application, operates in direct linear proportion to the amplified energy produced by a thermocouple. However, the mechanism is applicable to other systems requiring the proportional transfer of electrical energy to linear mechanical movement. To meet specific needs, the solenoid can be pro-

duced with mechanical and electrical modifications.

Nut Blank Machine

Miller Glass Engineering Co., Columbus, Ohio—The improved Budd-Ranney nut blank machine now makes it possible for manufacturers and users of nut blanks from 1/4-inch to 2-inch diameter to sharply increase production over previous methods.

Both bar stock and drills rotate simultaneously in opposite directions, thus speeding the machining operation. Revolving both stock and drill also makes for concentricity of the tap-drill hole with the body of the nut.

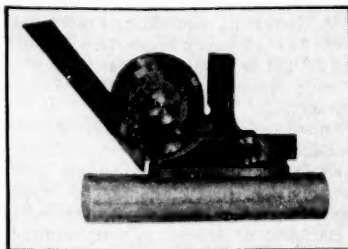
The Budd-Ranney machine is unique in that it utilizes two tools to perform the cutting-off operation. This means a substantial savings in stock, since much narrower parting tools may be used. The machine makers state that a savings of 10 per cent in stock is effected on average size nuts, with the savings running much higher on small "thin" nuts.

Protractor

Mercury Supply Co., 410 Fairview, Elmhurst, Ill.—A new stainless steel Universal Bevel Protractor with Vernier which features an acute angle attachment for fast setting of fine acute angles and a new design detachable base which keeps the tool in an upright position at all times.

It is said that this Protractor gives extremely accurate readings over full 360° to 5 minutes (1/12 degree) from clear cut graduation lines that are recessed to eliminate wear. Mercury eccentric clamping and releasing mechanism holds blades independent of firm-holding thumb-nut, permitting blades to slide along their full length. There are no projections on the back side to hinder paper layout work.

The Acute Angle Attachment attaches to base line of the Protractor from which all graduations are taken, thus eliminating all accumulated errors. The eccentric clamping and releasing mechanism allows free sliding of attachment and fast setting of fine acute angles.



Mercury Protractor

The new design base permits user to measure around a shaft or other curved part which heretofore was not possible. The base is ground on all surfaces. It is fastened to the Protractor with an eccentric clamping and releasing mechanism.

Generator Sets

Electric Machinery Mfg. Company, Minneapolis 13, Minn.—Flywheel motor generator sets for microwave system power supply. These flywheel generator sets and associated emergency transfer control insure continuity of power supply for microwave equipment used for protective relaying, supervisory control, and communication on utility, pipe line, and similar long-distance systems.

During normal operating conditions, the set operates off of the commercial power system. When there is a power system disturbance, or outage, the energy stored in the flywheel drives the generator to supply power, with a frequency tolerance down to 50 cycles, for a seven second interval. The seven second interval allows sufficient time for the automatic starting of an emergency standby generator set and automatic switching of microwave equipment from the flywheel motor-generator set power source to the emergency power source.

Carbide-Tipped Blades

Delta Power Tool Div., Rockwell Manufacturing Co., 400 N. Lexington Ave., Pittsburgh 8, Pa.—A new line of low-cost carbide-tipped saw blades designed especially for use with radial saws will reduce machine downtime and eliminate many common blade problems, in a number of



Delta Blades

industrial cutting operations, according to the manufacturer.

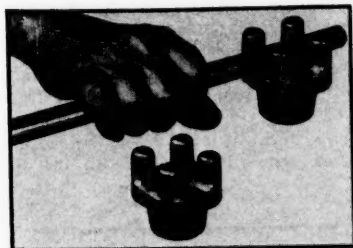
These carbide-tipped blades are the first to be mass-produced.

The new carbide-tipped blades are said to be particularly well-suited for use in crating and similar operations in shipping rooms and for use on cut-off saws in furniture plants and pattern shops.

Two major advantages are attributed to the new blades. They will last from 25 to 100 times longer than standard blades and they will easily cut through hard or abrasive materials that dull or damage standard blades.

Bar Knobs

Morton Machine Works, 2421 Wolcott, Dept. 24, Detroit 20, Mich.—Bar Knobs made of malleable iron and cadmium plated are manufactured in two Standard Sizes, namely 2½" and 3½" diameter. 2½" size—with holes reamed and tapped



Morton Bar Knobs

½", ¾" or 1". 3½" size—with holes reamed and tapped ¾", 1" or 1½".

These are now being furnished in addition to Morton's standard Hand Knobs in order to serve those who require greater work forces, locking pressures and leverage.

Industrial Fans

The Murray Company of Texas, Inc., Ventilation Fan Division in Atlanta, Georgia—Murray's new Deluxe line of industrial fans offers completely "maintenance-free" operation.

"Install 'em and forget 'em," is the slogan that Murray's national exclusive sales agents, The H. C. Biglin Company (also of Atlanta), is singing to plant, factory, institution, and commercial operators all over the country.

The principle is simply one of installing sealed, lifetime-lubricated ball bearings in both fan and motor so that no lubrication of any type is ever required. This advantage is the basis of Murray's offer, also of a full 10 year guarantee on Deluxe models (with the exception of belt and motor, which carry standard manufacturer's guarantee). "This 10-year guarantee exceeds by at least 5 years the period guarantee of any other industrial fan product, of which we are familiar, in the market," Murray's sales vice-president said.

Blinking Light

Justrite Manufacturing Co., 2061 N. Southport Ave., Chicago 14, Ill.—A new type of blinking warning light which operates on 4 standard flashlight cells.

Called the "Life Guarder," the new Justrite warning light is designed to protect motorists forced to make car repairs on dark roads. With a red flashing beam visible for miles in every direction, the "Life Guarder" warns oncoming motorists of danger ahead, thereby preventing

one of the major causes of serious accidents on the American road.

The Justrite "Life Guarder" is also convenient for a number of other uses: marking hazardous locations, in camp sites, yards and industrial areas; acting as a beacon on docks, beaches, etc.; warning of storage sheds of flammable and explosive materials; and many other uses, both in the home and in industry.

Dry Air Pump

Conde Milking Machine Co., Inc., Sherrill, N. Y.—For operations requiring clean, dry air in a rapid copious blast or a vacuum, the new "Dri-Air" pump is the solution, according to the manufacturer.

Needing a milking machine pump which would eliminate oil vapor in the air stream, Conde engineers developed the pump primarily for their own products. As its efficiency and trouble-free operation becomes known to other manufacturers, it is being adapted to a wide variety of purposes ranging from printing presses to packaging machinery.

The pump is precision built throughout with a balanced rotor fitted to very close tolerances and requiring no gaskets. The rotor is mounted on two double-sealed, grease packed ball bearings.

Quick starting and smooth running, the pump operates with a minimum of noise and vibration, is unaffected by varying weather or temperature conditions. It requires almost no attention for operation and maintenance.

Cushion Floor Mats

Southern Manufacturing Co., 1814 DeSard St., Monroe, La.—Springboard Triple-Cushion Floor Mats. Reduce fatigue, improve safety, can be tailored to fit around machines, tools, counters. Have exclusive cushioned rubber foot that insulates, cushions, and prevents slippage even on wet or smooth surfaces. Made of straight grained seasoned oak, non-rusting steel cable, nail-less construction. Roll up for easy handling, transport, cleaning.

Lift Trucks

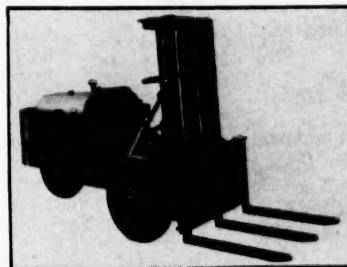
Erickson Power Lift Trucks, Inc., 1421 Marshall St., N. E., Minneapolis 13, Minn.

—The new Models F-4R and F-6R Erickson Power Lift Trucks, with 4000 lbs. and 6000 lbs. fork lift capacity, are designed for both outdoor and indoor use where a smaller, compact truck is needed.

With large pneumatics on all wheels, complete operator vision from comfortable seat right behind mast, and 12" center underclearance, it has excellent traction on rough or soft ground, and easily clears high sills, tops of steep ramps, etc.

The short wheelbase and turning radius enable these models to maneuver in close quarters.

Ballast box at back of truck over rear steering wheel permits varying the bal-



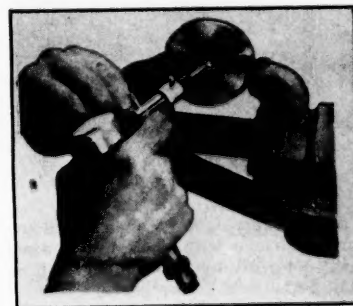
Erickson Truck

ance weight for each individual job—a valuable feature to assure proper traction and balance under all conditions. An International U2A engine, heavy duty 11" clutch and dual transmission provide 4 speeds forward and 4 speeds reverse, up to 25 mph.

Besides standard forks, others are available for specific jobs, also fork sidershifter, hydraulic scoop and other attachments. Standard lift is 108", lowered height 80".

Di-Profiler

Nord International Corp., Denville, N. J.—Tungsten Carbide Dies can be repaired, altered and even produced, from blanks of pre-sintered carbide by using the new Nord Di-Profiler.



Nord Di-Profiler

This one is actually vibrationless, even when used at long stroke which may be adjusted from 0" to .250". The reason for this accuracy is the full ball bearing construction (4 separate SKF precision bearings) and the eccentric balancing construction of high precision. "Fifty times faster than by hand" is the fair estimate

(Continued on page 48)

NEW PRODUCTS

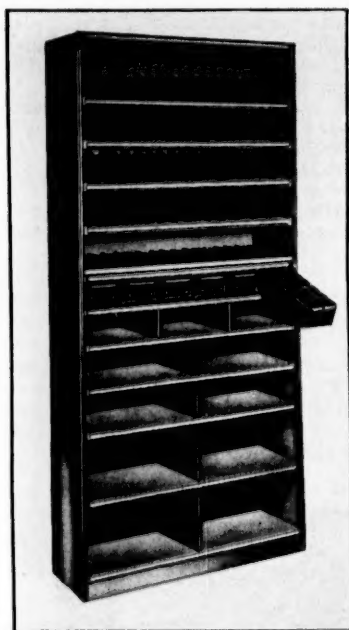
(Continued from page 47)

of those who have used the Nord Diprofil and there are dozens of applications for which it is perfectly adapted. The action is reciprocating and oscillating at will, to the amount desired and when used with the spindle attachment, finely controlled rotary action is also obtained.

Bin Units

Lyon Metal Products, Inc., Aurora, Ill.—Bin Units that have widespread application for storage and display of parts or packaged items. All shelves adjust vertically, making space available for items of all sizes.

Several models of bins are available offering different divider arrangements



Lyon Bins

to provide various sized openings. Some bins also come with shelf boxes, especially designed for small quantities of small parts, nuts, bolts, washers, etc.

Shipped set up and ready for use.

Bin units are 3 ft. wide, 1 ft. deep, 6½ ft. high.

Finish—Lyon Green baked-on enamel.

Grinder

Mall Tool Co., 7725 South Chicago Ave., Chicago 18, Ill.—The new Mall Aerial Grinder, available in three grinder sizes, is a new workhorse for industrial workbench or production in the welding shop,

foundry, or auto body shop. The aluminum alloy housing cuts non-operative weight to a minimum. Ball bearings are used throughout the tool. Commutator and switch are fully enclosed to keep out dust and shop grit.

The 6 x 1 inch wheel has a ⅝" hole, spindle speed of 3730 rpm free; the 5 x 1 inch wheel has ½" hole, spindle speed of 4430 rpm; the 4 x 1 inch wheel has ⅜" hole, spindle speed of 5560 rpm.

The Mall Aerial Grinder weighs 12 pounds. Dimensions are: length, 22"; width, 4.75"; height, 4.5".

The large size model is for heavy duty jobs. The two other sizes are available for work in smaller spaces and for occasions where a higher grinding speed is desirable.

Film Layout System

Repro-Templets, Inc., Oakmont, Penna. (Allegheny County)—A new line of Repro-Templets on film of over 10,000 standard machine-tools and metal-working plant equipment items, for plant layout uses.

These templets are printed on .0075" acetate film and represent the over-all dimensions of the machine or piece of equipment; show, in dotted lines, the floor contact base; are clearly identified with typeset lettering.

The templets may be selected from a stock of over 10,000 items—both machine-tool and plant equipment—and are available for immediate shipment . . . at an average cost of 8¢ to 12¢ each.

These Repro-Templets on film have been checked for accuracy by the manufacturers of the machines and equipment—and when used in conjunction with film grid sheets, provide the most accurate, time-saving and money-saving 2-dimensional plant layout system yet devised.

Set-Up Kit

Jergens Tool Specialty Co., 712 E. 163rd St., Cleveland 10, Ohio—A new machine set-up kit in a wide range of sizes.

According to the manufacturer, this new kit contains 24 studs; 4 extension nut couplers; 4 flange nuts; 4 "T" slot nuts and 4 strap clamps with stud diameters available in ⅜", ½", ⅝", ¾" with 3 different tee slot nut sizes available for each stud diameter. The kit is packaged in a heavy gauge steel kit holder with baked enamel finish and wooden inserts to hold studs in position. The kit is designed so that it can hang on wall or set on table close to the machine. All parts are of heat treated alloy steel with black penetrate finish.

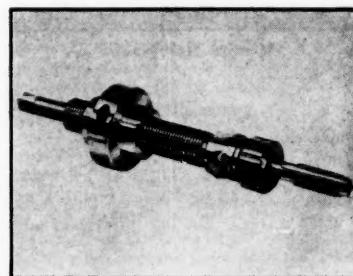
The manufacturer further stated that the new kit is designed to save set-up

time and assembly costs by keeping all necessary set-up items handy at the machine. Kits are designed for set-up of Milling Machines, Jig Borers, Boring Mills, Gear Cutting Machines, Drill Presses, etc.

Lead Screw

Automatic Methods, Inc., 965 W. Grand Street, Div. 169, Elizabeth, N. J.—A new larger type of lead screw which increases the range of lead screws and "Auto-tap" lead screw tapping attachments from 5/16" to ⅝".

This new "Auto-tap" lead screw, designed primarily for use with the 500



"Auto-tap" Screw

Series "Auto-tap" Support Arm, has a variety of applications. The new larger 1" diameter lead screws for driving taps are furnished in a variety of pitches including 27 and 18 pitch for ⅜" and ½" pipe taps. A Jacobs Rubberflex Collet (or holding chuck) furnished with the lead screw will take tap shanks up to ⅝". Special collets accommodating larger size taps are also available. The threads of the lead screws are precision ground for the utmost in smoothness, accuracy and long wear. The precision tapped split nut is specially designed to provide for wear "take-up."

Bath Machine

Service Metal Fabricators Company, 350 N. Foothill Rd., Beverly Hills, California.—A new constant temperature control bath machine that will maintain any desired temperature within ¼ degree F. maximum variation. The new machine introduces the use of both a refrigeration system, and an electrical heating system, to maintain an almost exact temperature.

The machine was developed when it was discovered that the mathematical formula to correct for the co-efficient of expansion was not sufficiently accurate in dealing with .001 inch tolerances in cylindrical aluminum parts. With two of these new machines—one at the factory, and one at the point of acceptance—the micrometering of parts can be accomplished at exactly the same temperature.



"It's Uncle Bill, Mommy, and he's singing 'Happy Birthday'."



"You've got a new grandson, Dad, and Mary's just fine!"



"You're so nice to invite us. We'll be there on the 8:15."

Good News Travels Faster when you Call By Number

**You save time and speed your
Long Distance calls when you
give the operator the number
of the telephone you're calling.**

Here's a telephone suggestion you'll find helpful. Write down the out-of-town numbers you already know. If there's a new number you don't have—or an old one you've forgotten—be sure to add it to the list when the operator gives it to you. There's an attractive booklet for your telephone numbers waiting for you at your local Bell Telephone office.

BELL TELEPHONE SYSTEM ... LOCAL to serve the community. NATIONWIDE to serve the nation.



Southern Railway Completes Dieselization

The 8,000-mile Southern Railway System became, on June 17, the largest railway in the country to be completely dieselized when the last steam locomotive now in service on the railway pulled a local freight train into Chattanooga, Tenn., and the fire was knocked from its firebox.

"It has taken us 123 years to put out that fire," the Southern's President Harry A. DeButts quipped as he announced the end of the steam motive power era on the Southern.

He was referring to the fact that one of the System's predecessor lines on December 25, 1830, put into operation the historic "Best Friend of Charleston," the first steam locomotive to be run in regular, scheduled railway service on the American continent.

Cost of the 880 modern diesel locomotive units which have made the Southern an "all diesel" system is estimated to be in excess of \$123 million.

The railway began to "put out the fire" in 1939 when it placed in service its first diesel locomotives—six 750 h.p. diesel-powered passenger units. In 1940, eight diesel switching locomotives were bought and in 1941 the Southern put in service the world's first diesel road freight locomotive.

Also in 1941 the railway introduced two new diesel-powered streamliners—"The Southerner" and "The Tennessean"—and put diesel power on the all-Pullman "Crescent."

Since World War II the rise of the diesel on the Southern Railway System has been rapid, with diesels being added at a rate that often exceeded 100 units a year. On June 17 the railway reached 100 per cent dieselization and the last steam locomotive was on its way to the Iron Horse "boneyard" to be cut up for scrap.

Gulf Oil Reports On Sulphur Recovery Unit

A new sulphur recovery unit of Gulf Oil Corporation produced 12,750,000 pounds of sulphur at Waddell, Texas, in its first year of operation, the company has stated in the first public report about this installation. The unit was also described as "complete 100% utilization of casinghead gas from nearby company fields."

Designed to be one of the most efficient of its type, the unit was placed in service June 12, 1952 as an addition to the company's Waddell Natural Gasoline Plant. It has a rated capacity of 44,000 pounds daily, and recovers about 90% of the elemental sulphur contained (as hydrogen sulphide) in gas coming into the plant.

The facility represents the first in West Texas to make available delivery of sulphur in hot, molten form direct by truck to the purchaser. This effects im-

portant economies by eliminating flaking and storage facilities at Waddell and enabling use by the buyer without remelting. The unit also pioneered gravity loading of sulphur in its area.

The facility's chief significance lies in its conversion of the final remainder of what was once an oil field waste into a valuable product, thus completing the purpose for which Waddell was built. The original facilities there, erected in 1949, convert casinghead gas into natural gasoline, propane, butane and residue gas.

Of these products, natural gasoline is introduced to the company's crude oil to enrich the yield; propane and butane are marketed as bottled gas and for chemical uses; and the residue gas is sold for direct consumption. The plant process also creates much of its own steam.

The only portion of casinghead gas not previously used at Waddell was the acid gas which was removed from the main stream by desulphurizing (or sweetening) before the above products could be made. The resulting sulphurous gas was burned off in flares.

The new sulphur unit converts this previously wasted gas into two streams. One of these is fed to the boiler fuel boxes. What remains after burning recombines with the original stream, from which sulphur is then recovered in the presence of a catalyst. A single-phase, modified Claus process, employing only one moving part, is used.

The unit's entire production is currently purchased, for fertilizer and insecticides, by a fertilizer and chemical manufacturer located at Odessa, Texas, 20 miles from Waddell. The product is loaded at 255° F. to 265° F.; and, since the sulphur drops in temperature only one degree an hour and does not solidify above 230° F., there is ample time to assure its delivery as a liquid.

The Waddell Sulphur unit is one of the first designed primarily to capitalize on economic value of the sulphur in casinghead gas (a vapor rising with the oil from wells and considered as waste by early oil men). It represents another industry advance toward 100% utilization of all the crude oil taken from the ground.

Plans Announced For Advertisers Convention

"Advertising Builds the South" will be the theme of the annual convention of the 7th (Deep South) District of the Advertising Federation of America. More than 350 advertising officials will gather in Nashville on September 18 and 19. They will represent ad clubs in Atlanta, Baton Rouge, Birmingham, Memphis, Mobile, Nashville, and New Orleans.

There will be seven speakers, one from each participating city, and each an authority in his field. They will present their advertising success stories with a case history "how we did it" approach. Parties, sightseeing tours, and other side-lights are planned.

The convention committee includes Wister H. Ligon, chairman; Irving Waugh, vice-chairman; F. C. Sowell, entertainment; Margaret Garrett, ladies' committee; Forbes McKay, reception; Charlie Andrews, meeting rooms arrangements; George Hill, registration; Bill Lellyett, printing; Marvin Smith, transportation and tours; Walter Speight, souvenirs and prizes; Bob Lee, advertising and advance publicity; and H. R. Boese, displays.

Job Evaluation

(Continued from page 33)

in wage evaluation studies in the past are: education, experience, training, initiative and ingenuity, physical and mental demands, responsibility, working conditions, etc.

Briefly then, management is primarily interested in these questions: What the worker does, How he does it, Why he does it, The skill involved in doing, and What rate is fair.

Beside the measurable results, job evaluation is merely this: the complete operation of determining the value of an individual job in a private enterprise in relation to the other jobs. It begins with job analysis to obtain job descriptions by some system designed to determine the relative value of the jobs or groups of jobs. It also involves the pricing of these values by establishing minimum and maximum rates for each group of jobs based on their relative value.

Once this is accomplished by management, there should be little difficulty in determining what wage rates should be paid for a given job. Experience among employers indicates that this policy should work out well since the job evaluation program constitutes the best way for setting-up a wage payment plan. The magnitude of the system used is a matter of management choice even though the actual data-gathering procedures will vary.

In addition, the purpose of this wage survey is to collect comparable wage data that will enable your management to determine on what wage levels it wants to operate or has to operate and assist in reducing, if not eliminating, inequities which may be in existence.

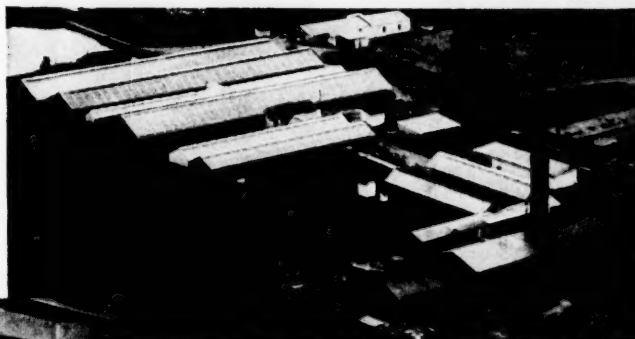
It should be apparent to management from even the briefest discussion of the subject, that a job evaluation program is a sound and rational way of solving wage demands and for improving management-labor relations. It's as applicable to your industry as any other in our free enterprise system because it provides a factual basis for wage recommendations.

Now it is not essential to seek outside counsel in this respect, because the staff industrial relations engineer or the personnel executive can install one. Moreover, there are a large number of "how-to-do-it" books on job evaluation available at your city public library, which provides a wealth of useful information on the subject.

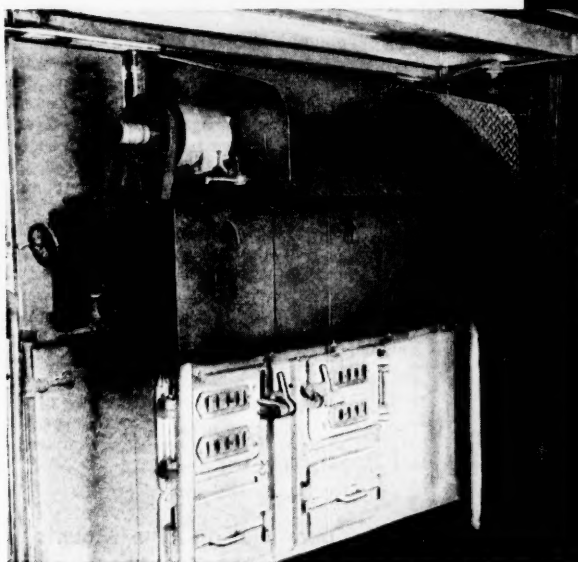
"OUR BEST BET WAS COAL

and with new equipment
we cut our steam costs

OVER 60%"



*An air view of the
Metcalfe Wholesale Florist Greenhouse.*



Says John O. Metcalfe
Metcalfe Wholesale Florist
Hopkinsville, Kentucky:

"When we remodeled our heating plant, we considered all fuels—coal, gas, oil. A careful fuel survey convinced us that our best bet was coal. So, we installed the new equipment shown at left. We are glad today that we did so. We have cut costs by two-thirds. Our labor savings have been nothing short of remarkable . . . fuel savings average \$300 per month."



*Additional case histories, showing how other types
of plants have saved money by burning coal
the modern way, are available upon request.*

Your steam plant can offer a real money-saving opportunity. Modern bituminous coal-burning equipment can't be compared with that of yesterday. Up-to-date equipment can give from 10% to 40% more power from every ton of coal. Modern handling equipment can reduce your labor costs.

Consult a combustion engineer. Let him show you how a modern steam plant, designed to meet your exact requirements, can save you dollars and amortize its own cost in only a few short years.

And when you burn coal, there's no question about cost stability or future availability. Coal reserves are virtually inexhaustible. And to mine coal and prepare it for each customer's needs, America has the world's most progressive coal industry. Thus you're assured of a plentiful supply of an ever better fuel, at relatively stable prices, for generations.

**If you operate a steam plant, you can't
afford to ignore these facts!**

BITUMINOUS COAL in most places is today's lowest-cost fuel, and coal reserves in America are adequate for hundreds of years to come.

COAL production in the U.S.A. is highly mechanized and by far the most efficient in the world.


COAL prices will therefore remain the most stable of all fuels.

COAL is the safest fuel to store and use.

COAL is the fuel that industry counts on more and more—for with modern combustion and handling equipment, the inherent advantages of well-prepared coal net even bigger savings.

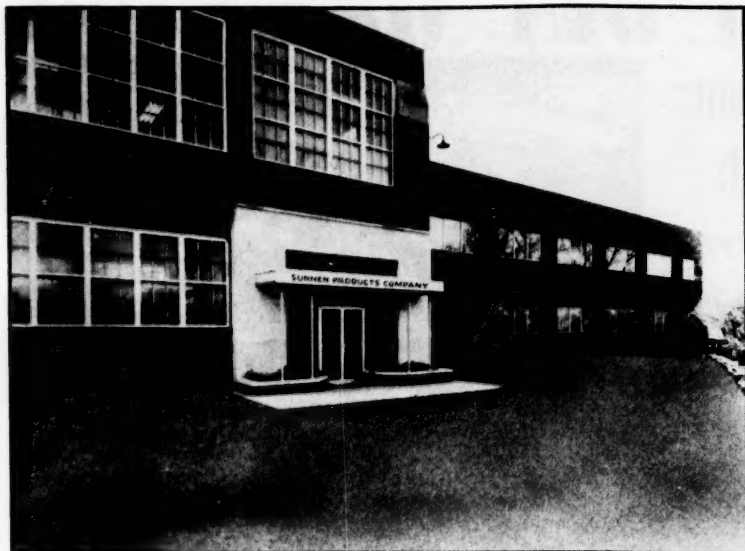
BITUMINOUS COAL INSTITUTE

A Department of National Coal Association, Washington, D. C.

FOR HIGH EFFICIENCY  FOR LOW COST

YOU CAN COUNT ON COAL!

Sunnen Dedicates New Addition



More than 2,000 business and civic leaders of St. Louis attended an Open House dedicating a new addition to Sunnen Products Company. The new 22,000 square foot, air conditioned building houses executive offices, honing laboratory, design and development, and customer service departments. The Company also held an informal "Family Night", attended by more than 1,000 employees, families, and friends.

Frisco Railway Expands Centralized Traffic Control

Expenditure of approximately \$1,000,000 for the installation of Centralized Traffic Control between Nash, Mo. and Turrell, Ark., has been authorized by the Board of Directors of the Frisco Railway, Clark Hungerford, president, announced.

The installation, approximately 143 miles long, increases to more than 1,100 miles the amount of C.T.C. in service, under construction or authorized on the 5,000-mile Frisco system.

Centralized Traffic Control is a form of "push button" control of trains on a single track from a central point. The installation between Nash and Turrell, which will be controlled from Chaffee, Mo., will be a "modified" form of C.T.C. in that the sidings will be further apart because of lighter traffic through the area.

At the same meeting the board re-elected Hungerford as president, and re-named other officers to their present positions. Hungerford has been president of the Frisco since 1947.

Alabama State Docks Publishing "Book of Facts"

A thirty-six page "book of facts" on Alabama State Docks is scheduled for publication early in August.

According to the foreword, this book is issued in celebration of the Docks' Silver Jubilee.

Edited by Ray Alvarez, docks traffic and publicity manager, the book, entitled "Port of Mobile, Alabama State Docks, Gulf Gateway to World Commerce," will be profusely illustrated with both black and white and color photographs of all types of shipping operations conducted at the \$35,000,000 state-owned shipping facility.

Other features include a three-color map which shows Mobile's trade territory as determined by export-import freight rates. This new up-to-date book will supersede a similar publication issued in 1946.

Columbia-Southern Adds Chlorine-Caustic Soda Units

Columbia-Southern Chemical Corporation has announced that additional chlorine-caustic soda producing units have been placed in operation at the firm's plants located at Natrium, West Virginia, and Corpus Christi, Texas.

According to E. T. Asplundh, president, the new production lines will enable the firm to double production capacity at Corpus Christi and increase Natrium capacity by approximately 35 per cent.

Columbia-Southern, a wholly-owned subsidiary of Pittsburgh Plate Glass Company, commenced a large expansion program during 1951. A major share of the new facilities under construction will be completed and placed in operation during the current year.

In conjunction with the chlorine-caustic soda production line at Corpus Christi, a gas fired steam boiler and a

hydrogen cooled turbo-generator have been installed. Additional power producing facilities are being added at the West Virginia plant.

Approximately \$50,000,000 will be spent on new equipment and plant during the present growth period at Columbia-Southern's plants located at Barborton, Ohio, and Lake Charles, Louisiana, in addition to the Corpus Christi and Natrium facilities, according to Mr. Asplundh.

New Quaker Warehouse Established in New Orleans

A new, stock carrying branch warehouse and sales office has been established by Quaker Rubber Corporation, Division of H. K. Porter Company, Inc., at 2840 N. Claiborne Street, New Orleans, Louisiana, to provide better service and deliveries to customers in the Southern Louisiana area, it was announced by G. A. Dauphinais, Vice President and General Manager.

The establishment of this branch warehouse is in line with Quaker's policy of expanding its distribution facilities to cover all important industrial areas. In this way, Quaker can provide prompt service on its complete line of Industrial Rubber Products, including rubber conveyor and transmission belting, hose, and miscellaneous moulded rubber products.

The new branch is under the supervision of Morgan Kather.

Koppers Making Gun Mounts For Patton 48 Tanks

Combination gun mounts and recoil mechanisms for the 90 MM guns that help make the new Patton 48 Medium Tank the finest of its type are coming off the production lines in Baltimore, Md., it was announced last month by Walter F. Perkins, Vice President and General Manager of Koppers' Metal Products Division. Mr. Perkins said that Koppers is producing this equipment for the Chrysler Corporation's new Delaware Tank Plant at Newark, Delaware, which has the prime contract to build the Patton 48's for the Army.

Function of the Koppers-built equipment is to mount the new 90 MM high velocity gun in a one piece cast steel turret and to absorb the recoil of the gun so that the breech is returned to firing position quickly, but gently, after a shot has been fired.

Unique design of the concentric recoil mechanism makes it possible to replace the big 90 MM gun tube in 10 minutes if the tube is damaged. Previously, replacement of a tube required 18 hours.

More than 150,000 square feet of floor space at the Bartlett Hayward and South Baltimore plants of Koppers are devoted to the precision manufacture of the many component parts. At peak production, some 500 persons will be employed by Koppers on this project alone.

New Poultry Grit Plant Opens at Rion, S. C.

South Carolina's growing list of native home industries has been substantially augmented by the completion of a large new plant at Rion in Fairfield county, L. W. Bishop, Director of the Research, Planning and Development Board, announced recently.

The plant, which is the only one of its kind in South Carolina, will utilize native raw materials to produce highest quality poultry grit under the trade name "Ri-Stone," Mr. Bishop said.

The product is the culmination of 15 years of exhaustive research and feeding tests to develop a more satisfactory insoluble granite grit for chickens and turkeys. The South Carolina granite of the Rion area was found to be excellent for the purpose because of the black mica specks which appear in the gray granite. These specks make the grit attractive to the fowls, which eat it readily.

The tests were conducted by the fine aggregate division of the Rion Crush Stone Corporation, which also constructed the building and will operate the new industry. This corporation has quarried granite in the area for 70 years.

Mr. Bishop said the extensive plant, which is equipped with the latest types of machinery, scientifically crushes the stone in four sizes for all ages of poultry, with almost complete elimination of dust. A hard, insoluble grit is essential for the development of strong, muscular gizzards which enable the birds to utilize feed grains and grass properly.

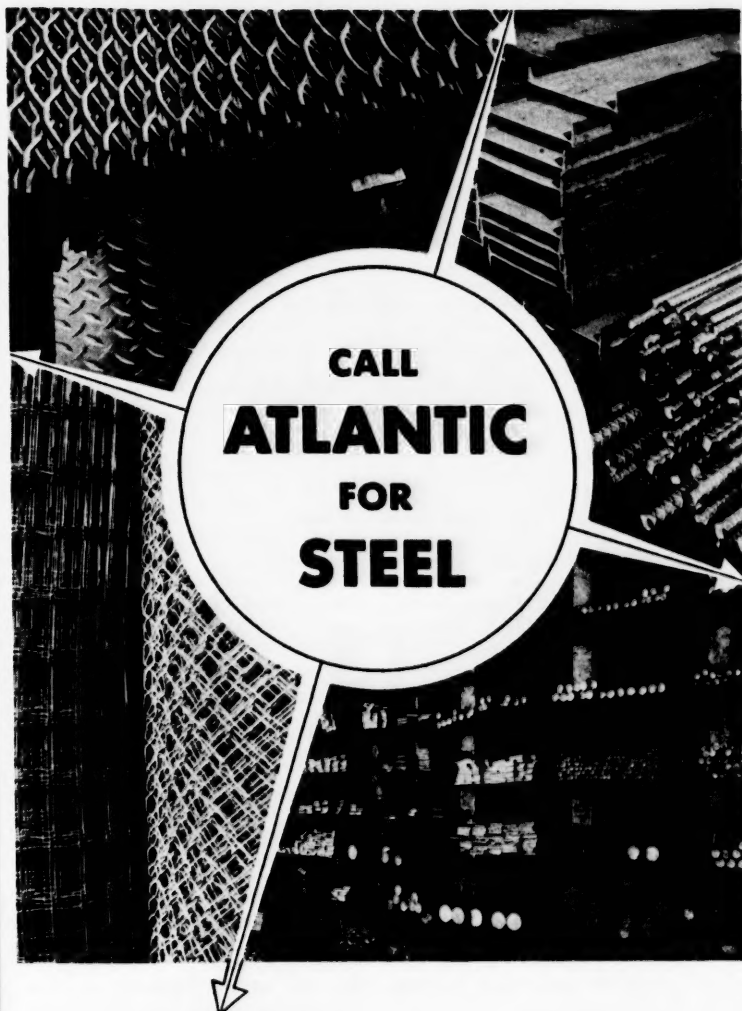
Survey Reports Growth In Gulf Coast Metals

The metals industry in the Texas Gulf Coast area has plant investment of \$310,461,000 and employs 34,864 workers, the Texas National Bank of Houston (a merger of South Texas National Bank and Union National Bank) reports in a survey booklet just released.

The survey, based upon data compiled by the Research and Statistics Department of Houston Chamber of Commerce, says that in the last decade the metals industry "has assumed an important position among the major industries of the area in relation to capital investment, employment, purchases, and the value of the products sold."

Metal products are listed in four groups in the booklet: fabricated metals, oil tools, foundry products, and primary metals. The plants, also, are listed alphabetically, showing plant products and location, in the same four groups.

Harris McAshan, President of the Texas National Bank of Houston, said the booklet was published as a community service and that it will be given widespread national distribution. In previous times, the Texas National Bank has published booklets on Houston's industrial growth and on the fast-growing chemical industry in the Texas Gulf Coast area.



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FROM our spacious new warehouse, we are making more and faster shipments than ever before to customers throughout the South.

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BUSINESS NOTES

Bryant Machinery & Engineering Company has announced the removal of its general office to **640 West Washington Boulevard, Chicago 6, Ill.**

Republic Steel Corporation recently announced several sales appointments. **L. S. Hamaker** has been named general manager of sales for the corporation, and **S. A. Crabtree** and **R. W. Helms** were named assistant general managers of sales. These appointments were announced by **Norman W. Foy**, newly elected vice president in charge of sales.

Republic has also announced the appointment of **Jay W. Owings** as manager of sales, pipe division.

On June 23, Republic Steel Corp. announced the acquisition of a plastic pipe and tubing company. This step marks the first entrance of the steel company into the plastic tubing field. The company that was purchased is **Owings-Sharpe, Inc.**, located at **Magnolia, Arkansas**. The firm was founded in November 1952 by Jay W. Owings, mentioned above, and Leslie P. Sharpe.

According to **C. M. White**, Republic President, his company has entered the plastic field because plastic pipe and tubing, with its wide applications, has a very definite place in today's industrial picture.

Realizing the desirability of having its general offices located in its major producing area, the general offices of the **United States Pipe and Foundry Company** are being moved from Burlington, New Jersey, to Birmingham, Alabama, the latter part of July. The company's Birmingham address will be: **3300 First Avenue, North, Birmingham 2, Ala.** Telephone: **Birmingham 3-3161.**

The **Delta Tank Manufacturing Company, Inc.** of **Baton Rouge, La.**, the nation's largest manufacturer of containers for liquefied petroleum gas, is having a third manufacturing plant constructed at **Beardstown, Ill.**

The new plant, a 24,000-square-foot standardized steel-frame structure fabri-

cated by the **Luria Engineering Company** of **Bethlehem, Pa.**, will enable the concern to sharply step up its output of pressure vessels, tanks and cylinders for use as containers for liquefied petroleum gas.

The plant, scheduled for completion by next September, will also be used to increase fabrication of **Delta Tank's Mix-O-Gas System**, which the company prides itself on being "the most progressive tank in the nearly 20 years the LP-Gas industry has been in existence."

Donald G. Reik, formerly of **Cleveland**, has been appointed a district sales manager for **General Electric** replacement sales, **Tube Department**, it was announced by **Gordon E. Burns**, field sales manager for G-E Replacement sales, **Tube Department**.

Mr. Reik's headquarters will be in **Washington, D. C.** His territory will include **Baltimore, Norfolk, Richmond, Roanoke** and **Washington** wholesale trading areas. He returns to G. E. to take up his new duties following a 21-month tour of duty as an **Air Force major**.

A native of **Ft. Thomas, Ky.**, Mr. Reik was graduated from the **University of Cincinnati** in 1940 with a **B. S. degree** in electrical engineering. Shortly after, he joined G. E. at **Erie, Pa.**, in the **Test Engineering** program. Entering **Army** service in 1941, he served in this country and overseas until his release from active duty in 1946.

Thirteen new distributor warehouse outlets for **Corrulux** have been established in the southwest region it was announced by **George D. Jefferson**, sales manager of the **Corrulux Division of Libbey-Owens-Ford Glass Company**.

So far in 1953 the number of **Corrulux** distributor sales organizations have been doubled, Mr. Jefferson reported.

The new distributors in the southwestern states include four companies with the thirteen warehousing and sales locations. They are **Karl Hansen Co., Inc.**, **New Orleans**; **Safety Glass Company**, **Corpus Christi**; **Binswanger & Company**

of **Texas**, with warehouses and sales facilities at **Houston, Beaumont, Port Arthur, Austin, Dallas, Baytown** and **Fort Worth**, and **Binswanger & Company**, with distributor warehouses at **Little Rock, Ark.**, **Memphis, Tenn.**, **New Orleans** and **Shreveport**.

John C. McGranaghan of **Schenectady** has been appointed a district sales manager for **General Electric** replacement tube sales, with headquarters in **St. Louis**, it was announced by **Gordon E. Burns**, field sales manager of replacement tube sales.

Mr. McGranaghan's newly-formed territory includes parts of seven states—**Missouri, Illinois, Indiana, Kentucky, Tennessee, Mississippi** and **Arkansas**.

Deep Waters is the intriguing name of a new bimonthly company magazine being published by **Layne & Bowler, Inc.** and the **Layne Associate Companies**.

Printed in color and liberally illustrated, it carries unusual stories about water, articles on water development, and features with a water angle. One page in each issue sure to attract favorable attention is devoted to a photograph of **Miss Deep Waters**.

Anyone connected with or interested in water development will be placed on the mailing list by request to **A. O. Putnam**, Editor, **Box 6697, Memphis 8, Tennessee**.

H. K. Porter Company, Inc., **Pittsburgh**, acquired a controlling interest in **A. Leschen & Sons Rope Co.**, **St. Louis, Missouri**, **T. M. Evans**, President of **Porter**, stated.

The **Leschen Company**, established in 1857, is one of the country's oldest producers of wire rope. The company supplies wire rope for oil and gas drilling, elevators, marine uses, derricks and cranes, bridges, water well and blast hole drilling, rope slings, and many other purposes. Operations will continue as **Leschen Wire Rope Co., a Division of H. K. Porter Company, Inc.**, under the direction of **D. W. Vernon**, Vice President and General Manager. **A. A. Leschen**, former president, has expressed a desire to retire from active business.

Edwards Sales Agency of **St. Louis** is the newest distributor and exclusive sales representative, effective July 1, for **Miniature Precision Bearings** of **Keene, N. H.**, manufacturer of miniature bearings for instruments and precision mechanisms. **William D. Edwards** will be in charge of sales and engineering services to manufacturers in eastern and central **Missouri**, the southern half of **Illinois** and the **St. Louis** industrial area.

The **Trane Company**, manufacturers of air conditioning, heating and ventilating equipment, has announced that the **Chattanooga, Tennessee**, sales office has been moved to **308 South Kelley Street**.



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Quality Metals

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Bronze Ingots, Lead, Lead
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American Steel & Wire Modernizing, Expanding Facilities

A major step in modernizing and expanding production facilities of American Steel & Wire Division in Cleveland was announced recently by Walter F. Munford, president of this division of United States Steel Corporation.

A new rod mill will be constructed on properties of the present Cuyahoga Works on East 49th Street, south of Harvard Avenue, and will substantially increase the plant's rod production, as well as replace older equipment.

The new facilities, which will include a combination rod mill, billet storage areas, and rod storage areas, will have a rated capacity of 450,000 tons per year compared to the present equipment which dates back to 1916 and has a rated capacity of 313,000 tons a year.

"American Steel & Wire has been considering plans for this mill for several years in order to provide the highest quality product to its many rod and wire products customers in Ohio, Michigan, parts of Indiana and Pennsylvania, and New York," Mr. Munford said. "Expansion of these facilities in Cleveland is only natural because of the great concentration of industries in Cleveland and Detroit which are using ever greater quantities of rod and wire products. One of the major considerations given to the construction of this mill at this time is the important role it will play in helping serve the nation as a tool for national defense."

Baltimore Shipping Activity At New High in May

Shipping activity at the Port of Baltimore established a new port record during May when 445 vessels called to load or discharge, according to the Export and Import Bureau, Baltimore Association of Commerce. The previous high was set in March of last year when 440 ships arrived in the Port.

The month's record arrivals compare with 428 in April and 384 in May, 1952. Of the May total, 203 ships were of American registry and 242 foreign flag.

Included among the latter were 35 Norwegian, 34 British, 21 Danish, 21 Panamanian, 18 Swedish, 17 Dutch, 14 Italian, 11 German, 10 Honduran, 10 Japanese, 8 Liberian, 7 Greek, 5 Finnish, 3 Belgian, 3 Canadian, 3 French, 3 South African, 3 Spanish, 2 Dominican, 2 Yugoslavian, 1 Brazilian, 1 Chinese, 1 Colombian, 1 Costa Rican, 1 Cuban, 1 Egyptian, 1 Iranian, 1 Irish, 1 Portuguese, 1 Swiss, 1 Uruguayan and 1 Venezuelan.

Records for the first five months of 1953 show an aggregate of 2,020 vessel arrivals in all categories of the Port's waterborne trade, contrasted with 1,995 similar arrivals in the comparable period of last year.

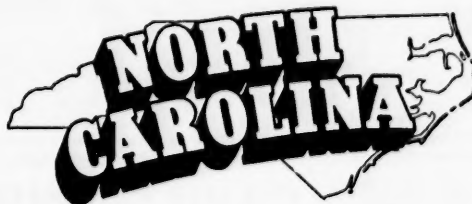


Sail Boats on Inland Waters
in North Carolina . . .

There's Smooth Sailing in NORTH CAROLINA

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sites and industrial
buildings and other
information,
communicate with



DEPARTMENT OF CONSERVATION AND DEVELOPMENT, RALEIGH, N. C.

Craft Joins Quinn Printing

Robert G. Craft, Publicity Representative of the Missouri-Kansas-Texas Railroad and Associate Editor of the *Katy Employees' Magazine*, St. Louis, Mo., has resigned effective July 1, to become Vice President and part owner of the Quinn Printing Co., 606 South Main, Fort Worth, Tex., Bill Quinn, President, has announced.

In making the announcement, Quinn stated that Craft will take over as editor of the nationally-circulated *Bicycle Journal*, which is published and printed by the Quinn Company plant. In addition, Craft will be concerned with the sales and production operations of the company.

Greenwood S. C. Acquires Shirt Manufacturing Plant

President W. D. Tinsley of the Greenwood Chamber of Commerce, Mayor R. E. McCaslan of the City of Greenwood, and President W. F. Ebener of Semco, Inc., announce the location in Greenwood of a shirt manufacturing plant employing more than 250 people.

Mr. Ebener expressed his appreciation to the Greenwood Chamber of Commerce and to the City of Greenwood for the courtesies and assistance which were rendered prior to Semco's decision to locate the new industry in Greenwood.

The industry will occupy 30,000 square feet of floor space and began production on July 1.

Semco, Inc., also operates a plant which manufactures shirts in Greenville.

Louis Rabinowitz is Vice President of the corporation and G. E. Scott is Secretary.

Champion Brick Adding To Productive Capacity

The Champion Brick Company, Inc. of Baltimore, Md., manufacturer of building bricks and various clay products, is adding a 47,960-square-foot \$500,000 building to its present plant at 7600 Pulaski Boulevard which will boost the company's productive capacity by 128%, according to an announcement by the Luria Engineering Company of Bethlehem, Pa., which will produce the structure.

The new manufacturing unit—a standardized, single-story, rigid steel-frame building—was scheduled to be erected by July 1, with October 1 as the target date for the start of plant operations.

The addition will boost the company's annual manufacturing capacity from 32,000,000 to 73,000,000 bricks, according to Joseph Mullan, chairman, and Lee Winkle, president, of Champion Brick. They added that the new unit will be equipped to produce a variety of top-quality clay products, as well as the colonial face bricks hitherto manufactured at its existing 50,000-square-foot plant.

Employment will be provided to 35 additional persons when the addition opens next October, they stated.

The new plant comprises a main 60 x 500-foot section, an 80 x 120-foot section and a 22 x 380-foot lean-to. There are three clear-span bays—one of 60 feet and the other two of 40 feet each—to provide large unobstructed areas on the interior.

The roof is made of corrugated asbestos-cement and has corrulux transparent lighting panels. The walls are brick.

RE: THE ALABAMA STORY

Sir:

Congratulations on the excellent June issue of *MANUFACTURERS RECORD* featuring Alabama. It is not only an inspiration to read, but the data it contains will be very useful for a long time to come.

**Lewis M. Smith, President
Alabama Power Company**

Sir:

Your June issue, featuring Alabama, certainly makes delightful reading to all of us who believe in the present capacity and potential strength of our great state. We congratulate you on the excellent composition of the current issue of *MANUFACTURERS RECORD*.

**Jack Morris, Vice President
The First National Bank
of Montgomery
Montgomery 1, Alabama**

Sir:

I have before me a copy of your June issue which features Our State of Alabama. Wish to congratulate you on this issue as we feel that it will do much to bring the eyes of the industrial world to the many advantages Alabama has to offer Industry, Agriculture and Recreation.

**A. C. Mott, Secretary-Manager
Chamber of Commerce
Bay Minette, Alabama**

Why Order New Eighty-Eighth Year Textile Blue Book Today?

It reports the entire textile manufacturing industry with dyers and finishers, all allied firms and dealers. The mill reports give details on each plant—date established, capital, executives' names, machinery operated, goods made and number of employees, as well as much other data.

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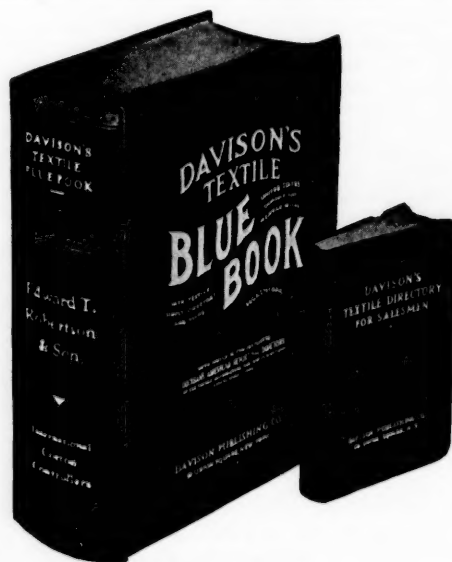
Deluxe office edition\$9.25
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F.O.B.
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DAVISON PUBLISHING COMPANY

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Lesmar Begins Operations at Charleston, S. C.

A new industry, Lesmar Manufacturing Company, Incorporated, makers of ladies' and misses' pajamas, has started operations in Charleston, it was announced recently by L. W. Bishop, Director of the Research, Planning & Development Board.

The company has acquired three buildings with approximately 18,000 square feet of floor space. The site is in the Stark Industrial Park. About 55 persons are being employed in the initial operations.

The new corporation will make pajamas exclusively for Z. S. Marshall & Co. and William Abbott, Inc., who are the manufacturers of the Leslie Marshall pajamas for both ladies and girls.

The company selected Charleston after several months of investigation with the assistance of the Research, Planning and Development Board and Arthur M. Field, Chief Engineer of the Charleston Development Board.

Alabama Docks Report Record Volume of Business

A record volume of business at Alabama State Docks for the past eight months indicates that this fiscal year will be one of the best in the twenty-five year history of the giant terminals at the Port of Mobile.

Jerry P. Turner, Docks general manager, explains the great volume of trade is due to expanded facilities, increased commercial and government shipping and predicts that business will remain at a high level for the remaining four months of fiscal 1953.

Tonnage since last Oct. 1 has amounted to 2,992,000 tons, an increase of about 514,000 tons over the same period in fiscal 1952. Net revenues totaled \$847,132 as against \$726,956 in the first eight months of last year.

The tonnage figures do not include shipments through the privately owned export grain elevator on State Docks property, which went into operation about a year ago.

Turner said the eight-month figures did reflect \$41,533 net earnings from fees attributed to the grain movements.

An all time high of 4,332,521 tons of cargo was handled in the 1948 fiscal year. Fiscal 1952 was the biggest year since then.

Contributing to the pickup in tonnage was a 1½-million-dollar expansion of the docks ore tipple, which increased capacity of that facility by about one-third. The expanding tippling facilities went into full use last January.

Biggest months during the current fiscal year were last October and November. October business amounted to 418,594 tons and November 407,370 tons. May's movements of 367,528 tons was the biggest since last January.

Tonnage for all of the eight months of the current fiscal year ran ahead of the corresponding month in 1951-52.

Turner said in addition to the govern-

ment movements of military supplies and other cargo, commercial goods, particularly imports, showed a consistent pickup.

Shippers who move cargo through Alabama State Docks enjoy benefits of the following facilities: Twenty-five cargo berths with accompanying transit sheds and storage warehouses, bulk material handling plant, terminal switching railroad with five diesel and one steam engines, cold storage plant, grain elevator of 1,600,000 bu. capacity, cotton compress and warehouse and an industrial canal with sites for tonnage producing industries.

New Pipe Annealing Furnace Underway for McWane

The Rust Furnace Company is constructing a new continuous pipe annealing furnace for the McWane Cast Iron Pipe Company of Birmingham, Alabama, it was announced recently.

Designed to anneal centrifugally cast iron pipe, the new furnace will handle two and three-inch diameter pipe in lengths up to 20 feet. It has a capacity of about 15 tons per hour, can be fired with either gas or oil, and is equipped with three zones of temperature control, according to a Rust official.

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ARMCO STEEL BUILDINGS



WHO'S WHERE

The Atlantic Coast Line Railroad Co. has announced the following appointments effective July 1: **Mr. N. W. Patterson**, Agricultural and Livestock agent, Valdosta, Ga.

Mr. L. B. Outlaw, Jr., Agricultural and Livestock agent, Rocky Mount, N. C.

The Central of Georgia Railway Co. has announced the following appointments effective June 16: **Mr. C. H. Smith** is appointed Florida Freight agent, headquarters 1013 Graham Building, Jacksonville 2, Fla., vice president **J. B. Mitchell**, transferred. Mr. Smith is succeeded by **R. E. Summerrell** as commercial agent at Jacksonville.

The resignation of **T. A. Day**, chief of the press information section of the **Bituminous Coal Institute**, has been announced by Ralph C. Mulligan, director of public relations. Mr. Day has reported that he will enter the publishing business in a field closely allied to coal; that formal announcement of his new connection will be made in the near future. He is leaving BCI on July 15.

Allied Research Products, Inc., Baltimore manufacturers of Iridite finishes and ARP plating chemicals, has announced the appointment of two new field representatives for their Allied Re-

search Sales Corporation. **W. O. Osborne** has been assigned to Cleveland to handle the northeastern Ohio-Western Pennsylvania territory, replacing the **Baker Distributing Co.** Mr. Osborne's headquarters are at Suite 403, 1501 Euclid Avenue, Cleveland 15.

Earl H. Messmore has been assigned to Indianapolis and will handle the northern Indiana and northwest Ohio territory. Mr. Messmore's headquarters are at 200 Standard Building, Fort Wayne, Indiana.

Thomas L. Kesler, a native of Salisbury, North Carolina has joined **Foote Mineral Company** as their geologist. Mr. Kesler has BS and MS degrees in Geology from the University of North Carolina. In 1946, he was geologist with the Thompson Weiman Company with headquarters at Cartersville, Georgia. Early in 1952, he became geologist for United States Steel in Alabama and represented them in that area until joining Foote.

His first assignment will be at Foote's Kings Mountain, N. C. Mining Division.

Harnischfeger Corporation, Milwaukee, Wisconsin, announces the appointment of **Mr. Arch S. James** as Hoist Sales Engineer in its St. Louis office. Mr. James brings over 15 years of materials handling experience to his new post. He has

been engaged in work in this field since 1937, with the exception of the time when he served as a captain in World War II.

Mr. James' efforts will be concentrated on improving the engineering assistance and service for P&H Hevi-Lift and Zip-Life users in the area.

Ted Evans, Mining Engineer and a graduate of McGill University, has been added to the Sunbright, Va. staff of the **Foote Mineral Company** as Mining Superintendent.

Evans has a wide background of experience in mining activities including employment with National Gypsum Company as a Mining Supervisor and as a service engineer with Hercules Powder Company.

Mr. Denzil Coffey of Fillmore, Indiana has been appointed District Manager for the Southeastern portion of the United States by the **Marmon-Herrington Company, Inc.** of Indianapolis, manufacturers of All-Wheel-Drive trucks, trolley coaches and motor coaches.

To his new assignment, Mr. Coffey brings three years of experience in the Marmon-Herrington Sales Department. He has been responsible for dealer and customer contacts in the order department at the home office in Indianapolis.

Richard M. Leek has recently been appointed to the newly created position of Mid-Atlantic District Representative for the Construction Machinery Division of **Chain Belt Company**. "Rick" has been associated with Construction Machinery Division since 1949, and for the last year has done field sales and service work out of the New York Office.

His office will be in the new Chain Belt Office and Warehouse located at 4125 Whitaker Avenue, Philadelphia 24, Pennsylvania, and his territory will include Pennsylvania, Virginia, West Virginia, Maryland, Delaware, Washington, D. C. and the southern part of New Jersey.

Appointment of **Faison S. Kuester** of Charlotte, North Carolina, as a district representative for **Republic Steel Kitchens** was announced by **Berger Manufacturing Division of Republic Steel Corporation** in Canton, Ohio.

Mr. Kuester will establish distributorships for Republic Steel Kitchens—only ore-to-store product in the steel kitchen industry—throughout North Carolina, South Carolina, Georgia, Florida, Alabama, Louisiana, eastern Tennessee and southern Mississippi.

Montgomery R. Budd, of 718 Greenhill Avenue, was named director of advertising for **Hercules Powder Company** on June 30.

He succeeds **Theodore Marvin**, who resigned June 29 to become president of the **Michigan Chemical Corporation** of St. Louis, Michigan.



The Name that Stands for

HEAVY-DUTY *Air-Cooled*
ENGINE POWER

at its Best!

More than 500 manufacturers of engine-powered machines of all kinds, utilizing power within a 3 to 36 horsepower range, specify WISCONSIN Heavy-Duty Air-Cooled Engines as "original equipment" on their machines.

They base their selections of engines on such factors as heavy-duty construction, low-cost operation and maintenance, Air-Cooling that provides trouble-free service in all locations, easy starting, and readily available replacement parts when needed, through a reliable source.

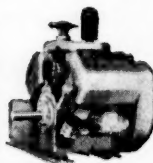
Wisconsin Motor Corporation is the world's largest manufacturer of Heavy-Duty Air-Cooled Engines, from 3 to 36 horsepower, in 4-cycle single cylinder, 2- and 4-cylinder types. Here is dependable power to fit the machine and fit the work for which the machine is designed.



4-cycle
single cylinder
3 to 9 hp.



2-cylinder
7 to 14 1/2 hp.



V-type 4-cylinder
15 to 36 hp.



WISCONSIN MOTOR CORPORATION

World's Largest Builders of Heavy-Duty Air-Cooled Engines

MILWAUKEE 46, WISCONSIN

FINANCIAL NOTES

The five-year voting trusteeship of the **Central of Georgia**, which was effective July 1, 1948, when the railway was reorganized, has expired, and the property has been turned over to the stockholders with the assurance that they may well look to the future with confidence.

In a report to stockholders, the six voting trustees of Central stock said that "the physical properties of the company are, at this time, in better condition than at any time in the history of the company," and that "the cash position and net working capital are reaching a healthy state."

Principal accomplishments of the management in the five years since reorganization of the company in 1948 were listed as:

1. Purchase of the Savannah & Atlanta Railway and the acquisition with it, of a large acreage for industrial developments, including ½-mile of waterfront property at the Port of Savannah.
2. Complete dieselization.
3. Expansion of its activities in industrial development and the placing of many large industries on its lines.
4. Operating arrangements with the Seatrain, which transports freight cars between the ports of New York and Savannah.

5. Expenditure on improvement of the railway and its equipment, including dieselization, of approximately \$22,500,000.

6. Discontinuance of several unprofitable passenger trains. This program is being pressed for the discontinuance of additional such trains.

The Board of Directors of **Hercules Powder Company** has declared a regular quarterly dividend of 1¼%, equal to \$1.25 a share on its preferred stock, payable August 15 to stockholders of record August 3.

The Board of Directors of **Temco Aircraft Corporation**, Dallas, Texas at a special meeting at the company offices on Wednesday, June 10, declared a regular quarterly dividend of 10 cents per share plus an extra dividend of 5 cents per share on the company's outstanding common stock. Both dividends will be paid June 26 to stockholders of record June 17.

The Board also approved recommending to the stockholders an increase in the authorized common stock of the company from 1,300,000 shares to 3,000,000 shares. A special meeting of the stockholders will be called in the near future to consider

this recommendation, according to Robert McCulloch, Temco president, and H. L. Howard, executive vice-president and treasurer.

Directors of **Carolina Power & Light Company** have declared dividends of \$1.25 per share on preferred stock and 50 cents per share on common stock. The dividends are payable July 1 to holders of preferred shares of record June 17 and are payable August 1 to holders of common stock of record July 10.

United States Plywood Corporation reports that its net profit for the fiscal year ended April 30, 1953, including its equity in undistributed earnings of companies not consolidated, amounted to \$6,078,900, after income taxes of \$4,433,000.

Net profit was equal, after preferred dividends, to \$3.48 per share on 1,629,835 common shares outstanding at April 30, 1953. On the basis of the 1,589,234 common shares outstanding at April 30, 1952, the year's earnings equaled \$3.57 per share. This compared with net profits in the preceding fiscal year of \$6,296,100, after income and excess profits taxes of \$5,609,700, including a carryback credit of excess profits tax of \$513,000, or \$3.75 per share on 1,589,234 shares outstanding.

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HOTEL CLOVIS..... Clovis	HOTEL LUBBOCK..... Martin
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Mayberry Named Manager Savannah State Docks

Hugh T. Mayberry, former Army commander of the huge Bremerhaven (Germany) Port while serving as a brigadier general, has been appointed manager of the Savannah State Docks of the Georgia Ports Authority. D. Leon Williams, Georgia Ports Authority director, announced June 25.

General Mayberry, who retired from the Army on Dec. 31, 1952, after 35 years of service, has been the Washington representative of the Ports Authority for the past several months. General Mayberry will take over his duties at Savannah headquarters immediately, Mr. Williams said.

As commander at Bremerhaven for two years, General Mayberry not only was responsible for the Port, which is the American Army's port of entry into Europe but he also was in charge of the Bremen Enclave which the American Army established there.

In addition to reorganizing and developing the port for all military and civilian shipping activities into Germany, General Mayberry was also director of the military, American and allied civilians in the area. The military population, less casuals, averaged about 2500, with an additional American and allied civilian population of 1000. The Army employed 15,000 German civilians in the area, maintained a staging area for 10,000 troops, a hotel for casual officers and others, and also operated a large station and evacuation hospital.

After his return from Europe in 1949, General Mayberry was stationed in Nashville, Tenn., as senior instructor for the Tennessee National Guard and later as chief of the Tennessee Military District. He was a member of the Rotary

and Colmere Clubs of Nashville and active in civic affairs.

"The board feels that it is extremely fortunate to obtain the services of General Mayberry at this time," William R. Bowdoin, chairman of the Georgia Ports Authority, pointed out. "The Savannah State Docks are just now being put into full-scale operation. General Mayberry's vast experience in administrative and executive capacities, especially in operation of the tremendous Bremerhaven Port, make him well qualified for this job."

Black Assumes SASI Leadership; Promises Pay Raise for South

An average raise of about \$400 per year for every man, woman, and child in the South was promised recently if citizens of the South will intensify their efforts to develop new and existing industries in the next decade. That, in effect, was one of the objectives outlined by Dr. A. P. Black, Florida scientist and educator, as he assumed the presidency of the Southern Association of Science and Industry.

The SASI is the South's foremost development body, having been established in 1941 to study and develop the resources of the region. Dr. Black spoke recently at an executive session of the Association's new officers who met in Atlanta to lay plans for the coming year.

Dr. Black said one of SASI's prime objectives was to bring the South up to the National average, or above, in per capita income. If the region intensifies its development efforts, he said this could be done within ten years, giving everyone an average increase of some \$400 per year, in addition to normal raises. This tremendous increase in regional purchasing power would accom-

pany the establishment of some 25,000 new manufacturing activities of all types and sizes, Dr. Black said.

Questioned as to specific methods for achieving these goals, the new SASI head said that progress would hinge on three vital factors—coordination of the efforts of the hundreds of local, state, and regional organizations interested in Southern progress, maximum use of scientific knowledge in all business operations, and a continuous promotion campaign to keep people everywhere posted on the opportunities that exist in the South.

Dr. Black said one of his first objectives would be to obtain increased financial support for the SASI. He pointed out that the Association now has approximately 1,000 members and an annual budget of less than \$15,000, whereas the New England Council, a similar regional group, has some 3,000 members and a much greater budget to promote a region only one fourth as large. He expressed confidence that SASI's budget could be doubled if the business men of the region were fully acquainted with the work of the organization.

The new SASI president is a leader in the development of the water resources of the South. He has served as a faculty member and head of the Department of Chemistry at the University of Florida since 1923, and is also Chairman of the Board of Black Laboratories, a large consulting firm. Dr. Black has held many important offices in national and local organizations. He has been president of the American Water Works Association, president of the Florida Public Health Association, president of the national chemical fraternity, Gamma Sigma Epsilon, and chairman of the Florida section of the American Chemical Society.

One of the first proponents of fluoridation of municipal water supplies to reduce tooth decay, Dr. Black has lectured in many cities to promote this movement. He has served on several national committees to investigate this and related developments.

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NEW PLANTS

(Continued from page 14)

started work on \$3,000,000 lighting fixture plant.

MISSOURI

CAPE GIRARDEAU—Marquette Cement Manufacturing Co., 20 N. Wacker Drive, Chicago, Ill., plans \$550,000 expenditure.

JOPLIN—The Missouri Farmers Association awarded contract to Merritt-Chapman & Scott Corp., 260 Madison Ave., New York, N. Y., for \$3,500,000 chemical fertilizer plant near Joplin. Dorr Co., Stamford, Conn., Architects-Engrs.

KANSAS CITY—Wilson & Co., 41st St. & S. Ashland Ave., Chicago, Ill., let contract to Universal Construction Co., Inc., 424 Scarritt Bldg., Kansas City, for building on Cloon Avenue for Wilson Athletic Goods Mfg. Co.

ST. LOUIS—Berry Tractor & Equipment Co., Inc., 4121 Forest Park Blvd., let contract to J. E. Williams Construction Co., 6490 Page Ave., for office and warehouse, Chouteau Ave. E. of Grand Blvd. O. W. Stiegemeyer, 452 S. Price Rd., Ladue, Archt.

ST. LOUIS—A. G. Brauer Supply Co., 2100 Washington Ave., let contract to Fred Bopp Construction Co., 9006 W. Swan Circle, for \$40,000 warehouse, 330 S. Newstead Ave.

Kenneth E. Wischmeyer, 911 Locust St., Archt.

ST. LOUIS—Brooks Truck Lines, 1203 N. Ninth St., let contract to Industrial Construction, Inc., 4150 Laclede Ave., for \$20,000 truck terminal, 514 S. 23rd St. Frank L. Thompson, 8015 Forsyth, Clayton, Archt.

ST. LOUIS—Mississippi River Fuel Corp., William G. Marbury, Pres., acquired 4500-acre tract to be used for research and production of petro-chemical products. The Mathieson Mississippi Corp., a subsidiary, considering \$30,000,000 fertilizer plant.

ST. LOUIS—Moloney Electric Co., 5390 Bircher Ave., has let sub-contracts for Assembly Plant, William H. & Nelson Cunliff Co., 3320 Lindell Blvd. have general contract. Fred S. McNeill, 3320 Lindell Blvd., Archt.

ST. LOUIS—Monsanto Chemical Co., 2nd & Lafayette, let contract to William H. & Nelson Cunliff Co., 3320 Lindell, for \$50,000 plant additions, 1728 Kosciusko.

ST. LOUIS—National Vendors, Inc., 5055 Natural Bridge Ave., let contract to Fred Stamm, 6446 Eichleberger Ave., for \$100,000 factory and office addition. J. T. Golabowsky, 1221 Locust Ave., Archt.

NORTH CAROLINA

ASHE COUNTY—Sprague Electric Co., Julian K. Sprague, Pres., North Adams, Mass., let contract to C. M. Guest & Sons, P. O. Box J-1, Greensboro, for \$300,000 plant. F. P. Sheldon & Son, Providence, R. I., Archt.-Engrs.

CHARLOTTE—Canada Dry Bottling Co. let contract to R. Marret Wheeler, for \$40,184 bottling plant, McDowell & Cooler, Archt.

CHARLOTTE—Southern Bell Telephone & Telegraph Co. let contract to J. A. Jones Construction Co., 209 W. 4th, for West Dial office building. J. N. Pease & Co., Archt.

CHARLOTTE—Standard Chemical Products, Inc. of Hoboken, N. J., to erect 30,000 sq. ft. ultra modern plant, including large storage warehouse, cost \$500,000.

DURHAM—Ward Baking Co. let contract to Wrenn-Wilson Construction Co., 209 Trust Bldg., for \$39,970 garage building. Marlon A. Ham, 407 Snow Building, Archt.

FORSYTH COUNTY—Old Town Telephone System, Inc., Renolds Road, Winston-Salem, received bids for rural telephone project N.C. 502-A.

HAMLET—Seaboard Air Line Railroad let contract to Fiske-Carter Construction Co. at \$1,475,000 for repair shop building.

N. WILKESBORO—Coca-Cola Bottling Co. let contract to Sidden Construction Co. for building. Six Associates, Inc., Asheville, Archt.

PITTSBORO—Pittsboro Farmers Exchange let contract to S. M. Bradsher, Durham, for \$51,000 warehouse. Hackney & Knott, Home Savings & Loan Bldg., Durham, Archts.

WASHINGTON—National Spinning Co., New York, N. Y., acquired 40 acres for plant. First unit to cost approx. \$1,000,000; when completed will cost approx. \$4,000,000.

WHITEVILLE—Marks Truck & Tractor Co. let contract to A. G. Carter, Jr., Whiteville, for building. Leslie N. Boney, 120 S. Fifth St., Wilmington, Archt.

WINSTON-SALEM—R. J. Reynolds Tobacco Co. issued permit by City Building Inspector for \$450,000 tobacco redrying and storage building.

OKLAHOMA

PONCA CITY—Continental Blacks, Inc., plans \$2,750,000 plant for manufacture of high-abrasion carbon black from oil, capacity 40,000,000 pounds annually.

FRYER—Midwest Carbide Corp., L. F. Lourel, Pres., Empire State Bldg., New York, N. Y., announced Girdler Corp., Louisville, Ky., has contract for new plant.

TULSA—Rockwell Manufacturing Co., L. A. Dixon, Jr., Vice-Pres. of Meter & Valve Division, transferring its gas industry instrument production from Pittsburgh, Pa., to its Macnick Division plant.

SOUTH CAROLINA

ANDERSON—American Bakeries Co. received bids for plant. Stevens & Wilkinson, 157 Luckie St., N.W., Atlanta, Ga., Archts.

CAMDEN—Southern Bell Telephone & Telegraph Co. let contract to Daniel Construction Co., 429 N. Main St., Greenville, for new dial and toll office building.

COLUMBIA—Hampton Motors, Inc., let contract to John C. Heslep, South Carolina Bank Bldg., at \$52,973 for addition to truck sales and shop building. Heyward S. Singley, Archt.

GREENVILLE—Claussen Bakery, Inc., Augusta, Ga., plans addition to Claussen's Bakery, Augusta Street. Hamilton Gleaton, Plant Mgr. Robert H. Longstreet & Assoc., Archts.

GREENVILLE—Thackston Chevrolet Co., B. F. Thackston, Richardson St., received bids for new building to house paint and body shop. W. E. Freeman, Jr., Archt.

LANCASTER—Springs Cotton Mills, Elliot Springs, Pres., plans large addition to Grace Bleachery.

TENNESSEE

CALHOUN—Bowater Southern Paper Corp., has let sub-contracts for Facilities Building, Birce Building Co., 1021 Second Ave., N., Birmingham, Ala., has general contract.

CHATTANOOGA—Graybar Electric Co. plans office-warehouse building at North Highland Ave. & Vine St. Seimon T. Franklin, Archt.

CHATTANOOGA—Minnesota Mining & Manufacturing Co., St. Paul, Minn., acquired American Lava Co.

CHATTANOOGA—Quaker Oats Co., Chicago, Ill., let contract to John Martin & Co., Inc., 610 West Manning St., for feed warehouse at Chattanooga Tennessee Mill. Johnson & Johnson, 111 W. Washington Blvd., Chicago, Ill., Archts.

CHATTANOOGA—Southern Railway System plans \$14,000,000 freight yard.

CLEVELAND—The Church of God plans \$700,000 publishing house, including 2-story building and warehouse.

LEBANON—City voted on \$250,000 bond issue to finance industrial building; negotiating with Lux Clock Mfg. Co. of Waterbury, Conn.

LEWISBURG—American Pencil Co. let contract to Sam Nelson, Shelbyville, for \$360,000 plant addition.

MADISONVILLE—Aturia Pump Co. may construct pump plant.

MEMPHIS—Memphis Packing Co. received bids for plant addition.

MEMPHIS—Memphis Stone & Gravel Co. plan office building, also overhaul and repair shop. Robert E. Brown-Robert Day Smith, 405 81 Madison Bldg., Archts.

MOUNT PLEASANT—City approved \$250,000 bond issue for buildings for new industry.

NASHVILLE—Cramet, Inc., newly formed subsidiary of Crane Co., Chicago, Ill., to build \$25,740,000 titanium plant.

NASHVILLE—General Retail Corp., subsid. of General Shoe Corp., plan \$200,000 expansion of warehouse, Craighead Ave.

NASHVILLE—General Shoe Corp. plan \$500,000 building to be occupied by its subsid., S & F Chemical Co., Inc.

NEW MARKET—American Zinc Co. will open \$1,000,000 zinc ore mine shaft.

SHELBYVILLE—United States Rubber Co., New York, N. Y., announced Textile Division will handle construction at Shelbyville Mills with own forces.

TIPTONVILLE—Lake County Development Corp., Dooley Michaelcheck, Pres., organized as a preliminary to construction of a \$100,000 factory.

WATERTOWN—City plans vote on \$125,000 bond issue for industrial building for unidentified company.

TEXAS

ABILENE—William Volker, 1700 Cockrell St., Dallas, let contract to Rose Construction Co., 1121 Walnut St., for \$50,000 warehouse, cor. 3rd & Cottonwood.

AMARILLO—Amarillo Motor Co., J. C. Christopher, 810 Tyler St., received bid from Ramey Construction Co., 618 W. 8th St., for \$212,364 automobile building, West 8th & Hayden Sts. M. Howard Ensign, 312-B W. 10th St., Archt.

AMARILLO—Shamrock Oil & Gas Co. let contract to Randall Building Co., for \$69,900 laboratory building, McKee Plant, O. L. Johnson, Amarillo Bldg., Archt.

AUSTIN—Perry-Brooks Building, Central Building, Inc., received bids for addition to office building.

BAYTOWN—Universal C.I.T. Corporation, Seabian Bldg., Houston, let contract to John Armato, 2005 Fulton, Houston, for \$19,300 office building, Daniel Perkins, 111 Woods Bldg., Baytown, Archt.

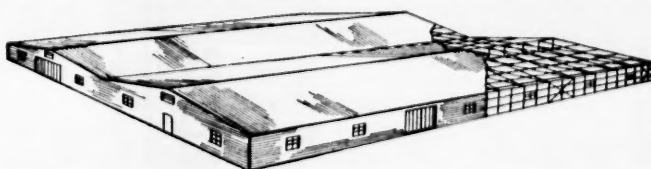
BRYAN—Southwest State Telephone Co., G. M. Brennan, Mgr., let contract to Hallford & Puritt, Brownwood, for addition and alterations to office building. Jack Doyle, P. O. Box 12, Brownwood, Archt.

CLARKWOOD—Celanese Corp. of America, Petroleum Chemical Research & Development Dept., P. O. Box 108, received bid from Bigler & Bigler, 1545 Clodah, Corpus Christi, for \$56,940 one-story laboratory building. Smyth & Smyth, Gulf Security Bldg., Corpus Christi, Archts.

CORPUS CHRISTI—Groece Wearden Co., Mr. Vickers, 1222 Laredo St., let contract to Lawless & Alford, Inc., Box 1248, for foundation for metal warehouse, McBride Lane near Highway 44.

(Continued on page 62)

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NEW PLANTS

(Continued from page 61)

DALLAS — Alten Foundry & Machine Works, Lancaster, Ohio, acquired pumping unit line of Dresser Equipment Co.'s, Ideco Division.

DALLAS — Dallas Power & Light Co. let contract to Cowdin Bros., 411 S. Haskell, for \$500,000 auto repair building, Ervay & Canton Sts. Smith & Mills, Mercantile Bank Bldg., Dallas, Archts.

DALLAS — Duncan Coffee Co., 1200 Carr St., Houston, let contract to Bock Construction Co., 2628 Ferris, for office building and warehouse foundations; Craig Co., Grand Prairie, for warehouse superstructure, Gill, Harrell & Assocs., 1913 San Jacinto St., Archts.

DALLAS — Radal Corp., 1101 S. Akard St., let contract to Inwood Construction Co., 507 Trinity Bldg., for one-story office and warehouse, 10788 Harry Hines Blvd., G. L. Dahl, 2101 N. St. Paul, Archt.

FORT WORTH — Southwestern & Fort Worth Laboratories let contract to Horace O. Duncan, 2917 Bryan St., for \$82,550 laboratory and office building, cor. Wimberly & Cullen Sts. John W. Floore, 1401 W. Lancaster, Archt.

FORT WORTH — Texas Wine & Liquor Co. let contract to B. E. Adams, 1st National Bank Bldg., at \$54,753 on general and mechanical work for warehouse alterations, Preston M. Geren, 1607 Fort Worth National Bank Bldg., Archt.

FRISCO — Southwestern Bell Telephone Co., 308 S. Akard St., Dallas, received bids for dial building.

GAINESVILLE — National Supply Co., A. E. Walker, Pres., Pittsburgh, Pa., acquired site for \$3,500,000 plant to manufacture oil and field machinery and equipment.

GOLDSMITH — Gulf Oil Corporation, P. O. Box 362, received bids for pumping stations at Hendrick Station in Winkler County, and Goldsmith Station in Ector County.

GRAND PRAIRIE — Chance Vought Aircraft Div. of United Aircraft Corp., J. J. Gaffney, P. O. Box 5907, Dallas, let contract to O'Rourke Construction Co., 1001 Commerce St., Dallas, for \$731,000 hangar building, Smith & Mills, Mercantile Bank Bldg., Dallas, Archts.

HOUSTON — Battlestein's, Inc., received bid of \$161,770 from O'Rourke Construction Co., 4011 Koehler, for warehouse building, N.E. cor. West Dallas Ave. & Peveto St. MacKie & Kamrath, 2713 Ferndale Place, Archts.

HOUSTON — Construction Engineering Co., 3908 S. Main, to construct office building cor. Rosine & D'Amico Sts.

HOUSTON — Glazier Wholesale Drug Co. plans warehouse addition, Harrisburg Blvd. George W. Edwards, 1509A Cochran St., Dallas, Archt.

HOUSTON — Gould-National Batteries, Inc., First National Bank Bldg., St. Paul, Minn., plans battery plant.

HOUSTON — Gulf Plumbing Supply Co. let contract to I. Fallis, 3314 Arbor, for office building 2221 Pease Ave. near Bastrop St. Joseph Krakower, 505 Avondale Ave., Archt.

HOUSTON — Houston Post, 2318 Polk St., new printing plant, Dowling, Polk, St. Charles & Clay Ave. Herbert Voelcker & Assocs., 1202 Dennis, Archts.

HOUSTON — Humble Oil & Refining Co. let contract to O'Rourke Construction Co., Box 7447, for building, terminal at end of Stedman St. Alfred C. Finn, 1005 Bankers Mortgage Bldg., Houston, Archt.

HOUSTON — Knapp Chevrolet Co., 815 Houston, received bid from Glenn H. Engbrock, Inc., P. O. Box 12055, for additional facilities, \$21,700, Irvine & Hoyt, 5519 Memorial Drive, Archts.

HOUSTON — Lone Star Grinding Co., E. C. Gilliam & T. C. Gibson, 1016 Chapman St., received bid from Felix A. Davis, 507 Harrington St., for \$28,370 office and shop building, Norwood St. H. R. Winslett, Rt. 12, Box 759-D, Archt.

HOUSTON — Prichard Rice Milling Co., 3002 Richardson, let contract to Bouffie Construction Co., P. O. Box 7703, for office addition and renovation; Keith's, 2108 Leeland St., for air conditioning, Leonard Gabert & William J. Wisdom, 1315 Bell Ave., Assoc. Archts.

HOUSTON — Rives-Dyke & Co., 2503 Robinhood, received bid from Spaw-Glass, Inc., 2518 Times Blvd., at \$44,351 for office building, Harry A. Turner, Archt.

HOUSTON — Tennessee Gas and Transmission Co., Commerce Bldg., received bid from Baxter Construction Co., 1404 Dunlavy St., for laboratory building, Cowell & Neuhaus, 2303 LaBranch St., Houston, Archts.

HOUSTON — Warren Petroleum Corporation, James A. Allison, Pres., proposes plant at company's Warren Gas Terminal on Houston Ship Channel.

LONGVIEW — Longview News Co., Inc., Carl Estes, Chairman of Board, office building addition, 315 E. Mithvin St. Smith & Warder, Grand Prairie, Longview, Archts.

LONGVIEW — Nash Longview, Inc., Glade-water, let contract to Jack B. Bauske, 110 Glen Drive, for auto agency building.

LUBBOCK — Alderson Cadillac Co. plan building, Atcheson & Atkinson, 204 Sanford Bldg., Archts.

LUBBOCK — Bennett Motor Co. plans sales building, Texas Ave. Butler-Brasher, 412 Avenue M, Archts.

LUBBOCK — Brown Supply Co., 1201 Slaton Highway, let contract to Steel Built Products Co., 2123 Fourth St., for warehouse 2102 E. 33rd St.

LUBBOCK — General Telephone Co. of the Southwest plans alterations and removal of warehouse, Atcheson & Atkinson, 204 Sanford Bldg., Archts.

LUBBOCK — Hunt & Tipps Grain & Seed Co., Homer E. Hunt, 2210 Avenue G, let contract to James E. Walker, 1501 Avenue G, for warehouse, 701-3 27th St.

LUBBOCK — Morton's Foods Co., Inc., let contract to Tidmore Construction Co., 1902 Avenue M, for \$250,000 plant.

LUBBOCK — Southwestern Bell Telephone Co., 308 S. Akard St., Dallas, plans Exchange Building, 34th St. & Quaker Ave. Cecil H. Cale, District Manager, 1520 Thirteenth St., Lubbock.

LUBBOCK — Western Investments, Inc., let contract to James E. Walker, 1501 Avenue G, for new warehouse, 1312 E. 37th St.

LUBBOCK — Westwood Corp., 1112 N. Mesquite St., San Antonio, let contract to John T. Glover & Son, Lubbock, for furniture manufacturing plant, Avenue S and Grinnel.

MCALLEN — Radio Station KRIC plans television facilities for Station KRIO, Zeb Rike, Nelson Building, Archt.

PASADENA — Southwestern Bell Telephone Co., K. A. Ganssle, Chief Engr., 308 S. Akard St., Dallas, let contract to Thad Dederick Construction Co., P. O. Box 13067, Houston, for dial building.

SAN ANTONIO — Southwestern Bell Telephone Co., 308 S. Akard St., Dallas, let contract to W. S. Bellows Construction Corp., Houston, for addition to telephone building.

SAN ANTONIO — Straus-Frank Co., 301 S. Flores St., let contract to G. W. Mitchell, 811 American Hospital & Life Bldg., for \$712,651 office and warehouse building, Atlee B. & Robert M. Ayres, Transit Tower, Archts.

TAYLOR — Southwestern Bell Telephone Co., K. A. Ganssle, Chief Engr., 308 S. Akard

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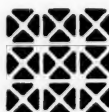
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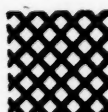
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Manhattan Perforated Metal Co., Inc., 43-17 37th St., L. I. City, N. Y.

St., Dallas, let contract to Ed. Johnson, Box 424, Waco, for dial building.

TYLER—General Electric Corp., 202 State St., Schenectady, N. Y., received bids for manufacturing plant to cost between \$1,000,000 and \$2,000,000. Taylor-Milton, resident engineer and Walter Kidde, 1205 Holman St., Houston, Archts.-Engs.

TYLER—Tyler Industrial Foundation, c/o Chamber of Commerce, let contract to Buck Thompson, 314 E. Front St., at \$71,003 for manufacturing plant for Kenmar Manufacturing Co.; Manhart Co., Tyler, at \$45,300 for metal building; Automatic Sprinkler Co. of America, 1103 Levee St., Dallas, at \$15,815 for sprinkler system; Paul Beall Electric Co., 2104 S. Broadway, Tyler, at \$13,760 for electrical work; Melvin J. Cates, 200½ W. Erwin, Archt.

WICHITA FALLS—Dimock Building Co., c/o George Dimock, Oil & Gas Bldg., let contract to ABC Construction Co., 3000 Ninth St., for \$170,500 office building. Turner & Killbrew, 803 Bluff, Archts.

VIRGINIA

FALLS CHURCH—Melpar, Inc., let contract to Charles H. Tompkins Co., for \$4,000,000 research laboratory.

LURAY—Luray Civic League let contract to Baughan Construction Co. for \$255,838 factory. Stainback & Scribner, Archts.

LYNCHBURG—N. & W. Industries, Inc., 1415 Kemper St., let contract to C. W. Hancock & Sons, Lynchburg, for \$109,479 factory addition. Pendleton S. Clark, Archt.

NORFOLK—Norfolk & Western Railway plans \$1,000,000 addition to grain storage facilities.

RICHMOND—C. F. Sauer Co. let contract to E. McLaughlin & Son, Richmond, for steam generator and auxiliary equipment in boiler room.

RICHMOND HILL—Richmond Hill Enterprises, Inc., Gilbert Verney, acquired 2,000 acres for textile mill.

ROANOKE—American Viscose Corp. will build a new \$3,600,100 powerhouse. Riggs, Distler & Co., Inc., 216 N. Calvert St., Baltimore, Md., contractors.

WEST VIRGINIA

BELLE—E. I. du Pont de Nemours & Co., Wilmington, Del., to build "coal-partial combustion" unit for producing synthesis gases; cost over \$4,000,000.

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1149 Munsey Building, Washington, D. C.

BRIDGEPORT—Chesapeake & Potomac Telephone Co. plans construction in fall on \$500,000 installation.

CLARKSBURG—National Carbon Co. plans \$165,000 improvement program on office building.

FAIRMONT—Monongahela Power Co. plans new \$1,000,000 office building.

HUNTINGTON—Elk Refining Co. plans \$140,000 improvement program.

MARTINSBURG—Carol Manufacturing Corporation leased space for electronic manufacturing plant.

MOUNDSVILLE—Solvay Process Division, Allied Chemical & Dye Corp., A. B. Chadwick, Pres., 61 Broadway, New York, N. Y., plans \$2,000,000 plant, including equipment.

WEIRTON—Manufacturers Light & Heat Co. plans \$141,000 pipe line.

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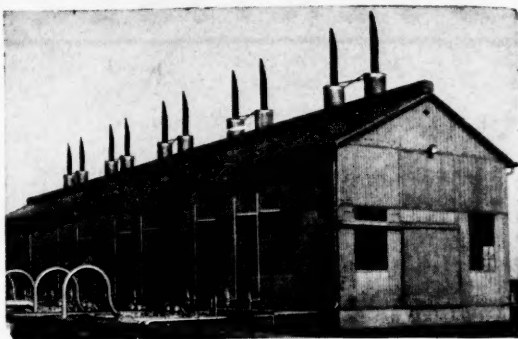
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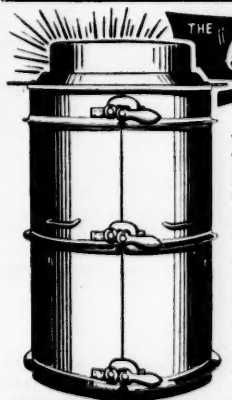
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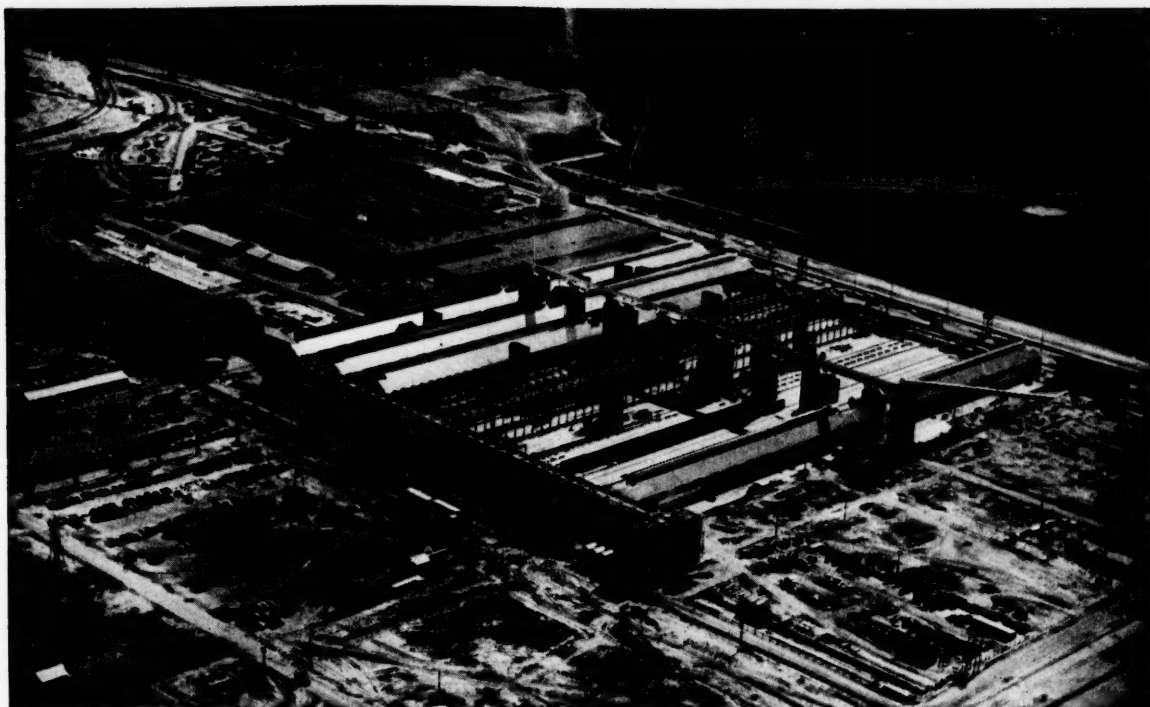
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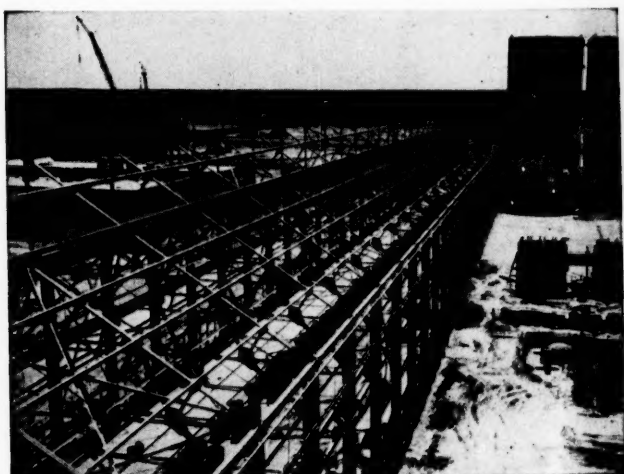
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Aerial view of 90-acre Rockdale Works of Aluminum Company of America. Steelwork fabricated and erected by Bethlehem.

New Giant in the Southwest

This huge smelting plant at Rockdale, Texas, northwest of Houston, is the new Rockdale Works of Aluminum Company of America. It reduces refined bauxite to aluminum by means of an electrolytic process. It is the country's first aluminum plant to use lignite as a source of power.



Structural steel and storage tanks for one of the plant's long pot rooms.

The Rockdale Works is now in operation, but is not scheduled for completion until the fall of 1953. It will include a smelting plant with four pot lines and a plant for the manufacture of the carbon electrodes required in the electrolytic smelting process. Annual capacity of the new plant is expected to be approximately 170,000,000 lb.

The Rockdale Works covers 90 acres. It consists of 25 large industrial-type buildings, for which Bethlehem fabricated and erected 11,000 tons of structural steel.

BETHLEHEM STEEL COMPANY
BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by
Bethlehem Pacific Coast Steel Corporation. *Export*
Distributor: Bethlehem Steel Export Corporation



BETHLEHEM STEEL CONSTRUCTION

Rolling Steel DOORS



MAHON
CHAIN-GEAR
OPERATOR

MAHON STANDARD
POWER OPERATOR 920-P

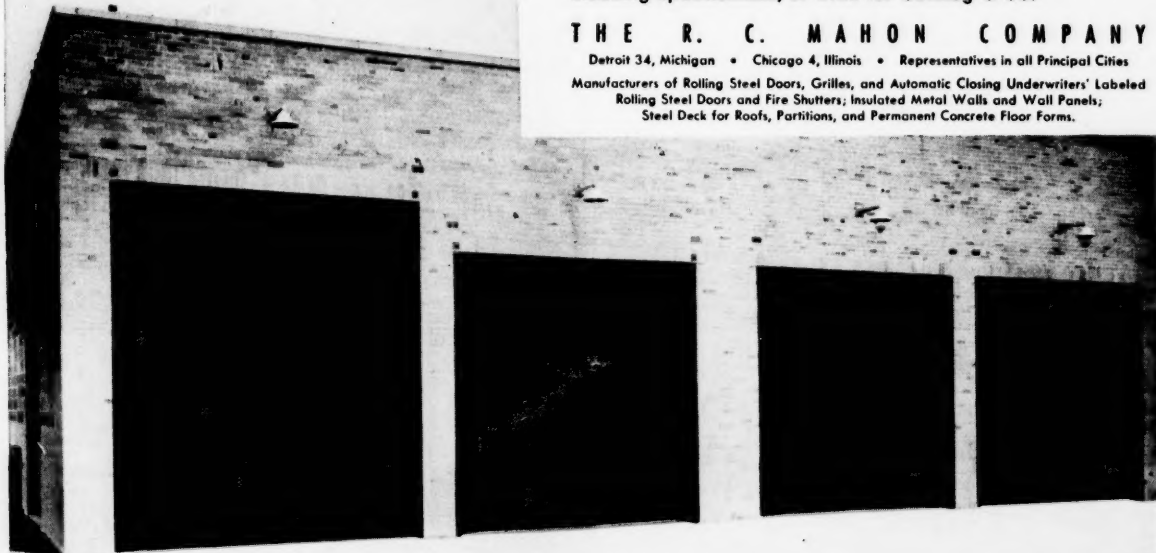
Manually, Mechanically, or Power Operated

A good, quick opening, quick closing power operated rolling steel door meets present-day requirements more fully than any other type of door. The vertical action of its roll-up steel curtain requires no usable space either inside or outside the opening . . . there are no overhead tracks or other obstruction to interfere with crane operations or limit headroom adjacent to the door opening. No other type of door offers these inherent advantages of space economy and compactness in operation . . . in addition, rolling steel doors are permanent—their all-metal construction assures you a lifetime of trouble-free service, and provides maximum security against intrusion and fire. When you select a rolling steel door, check specifications carefully . . . you will find many extra-value features in Mahon doors—for instance, the galvanized steel material, from which the interlocking curtain slats are rolled, is chemically cleaned, phosphated, and treated with a chromic acid solution to provide paint bond, and, the protective coating of synthetic enamel is baked on at 350° F. prior to roll-forming. You will find other material and design features in Mahon doors that add up to a greater overall dollar value. See Sweet's Files for complete information including Specifications, or write for Catalog G-53.

THE R. C. MAHON COMPANY

Detroit 34, Michigan • Chicago 4, Illinois • Representatives in all Principal Cities

Manufacturers of Rolling Steel Doors, Grilles, and Automatic Closing Underwriters' Labeled Rolling Steel Doors and Fire Shutters; Insulated Metal Walls and Wall Panels; Steel Deck for Roofs, Partitions, and Permanent Concrete Floor Forms.



ROLLING STEEL DOORS, SHUTTERS AND GRILLES TO MEET EVERY REQUIREMENT

Four Mahon Power Operated Rolling Steel Doors installed in truck openings of an enclosed loading dock at Detroit Hardware Company's new plant.

MAHON